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NOVEMBER 1, 1954



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PASSAIC, N.J.

New-formula Ipana[®]

with
Bacteria-Destroyer WD-9



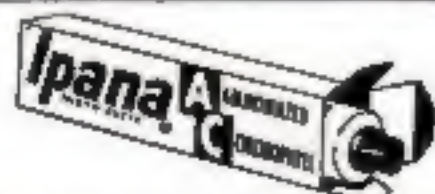
Product of Bristol-Myers

Destroys hidden decay and bad-breath bacteria. Actually, new-formula Ipana has a wonder ingredient so effective it destroys most decay and bad-breath bacteria with every single brushing! You get the protection you need . . . plus a new minty flavor your whole family will prefer!

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Yes, new-formula Ipana beats all leading brands for taste. 3888 "hidden-name" taste tests proved Ipana is the *best-tasting* way to fight tooth decay . . . stop bad breath all day. Taste Ipana today . . . enjoy it . . . trust your family's precious teeth to it. At all drug counters now in the yellow and red-striped carton.

Fights decay the best-tasting way!



Ipana A/C Tooth Paste (Ammoniated Chlorophyll) also contains bacteria-destroyer WD-9 (Sodium Lauryl Sulfate)

MAKE YOUR OWN TASTE TEST →

Send for generous sample tube. Mail coupon today for trial tube (enough for about 25 brushings).

BRISTOL-MYERS CO., DEPT. L-1141,
Hillside, New Jersey

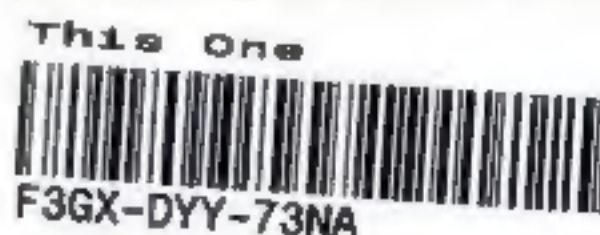
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Enclosed is 3¢ stamp to cover part cost of handling.

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Street.....

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(Offer good in continental U.S.A. only. Expires Jan. 31, 1955.)



New!

**RICHER LATHER! INSTANT RINSING!
SHINY-CLEAN HAIR! YET THIS NEW SHAMPOO
NEVER, NEVER DRIES YOUR HAIR!**



New Woodbury Shampoo

FOR BEAUTIFUL HAIR-DOS RIGHT AFTER SHAMPOOING!

Like every good shampoo, New Woodbury cleans beautifully. It makes your hair shiny and pretty. But it does all this without drying out a single strand of hair. The reason is a special ingredient which helps preserve your natural hair oils. This means you can have perfect, good-looking hair-dos right after shampooing (not hours later). New Woodbury Shampoo gives

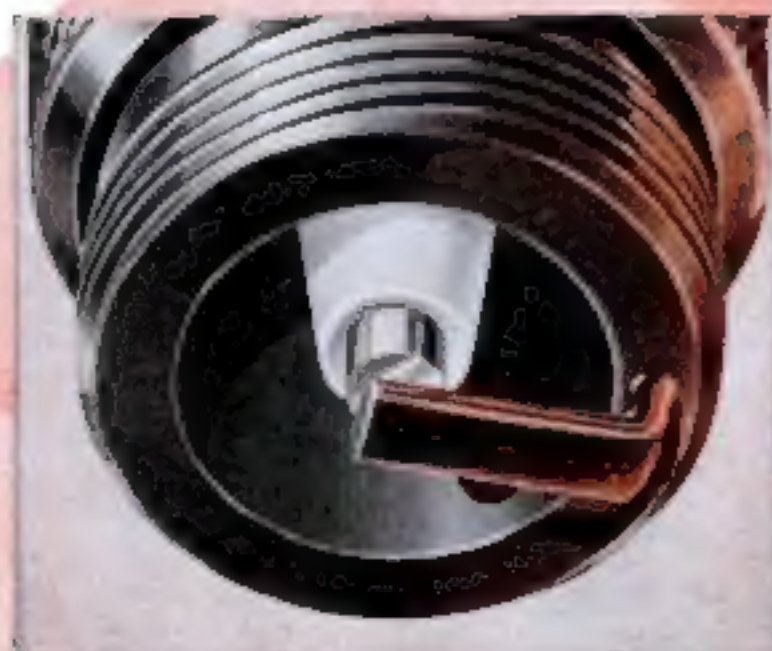
remarkably rich lather, and rinses out quickly — even in hardest water. No special rinse is ever needed. We believe no finer shampoo is sold, yet this is such a popular shampoo, it can be priced much lower than any other quality shampoo. Right now, the big \$1.00 size is only 59¢. See how clean and fresh a Woodbury Shampoo can make you feel!



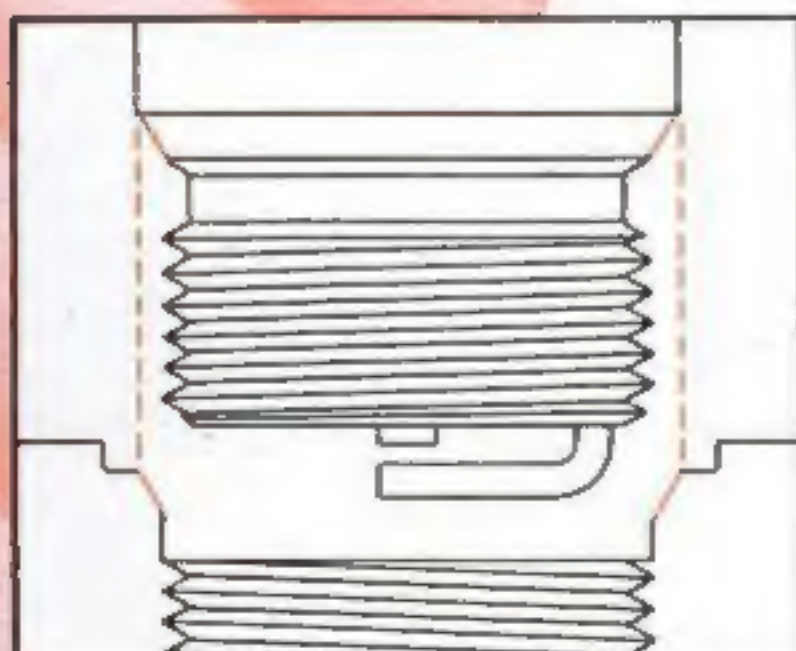
FORD THUNDERBIRD

*The New Personal Car with the Sports Car Flair
Features the Spark Plugs in Your Future,*

NEW **TURBO-ACTION** CHAMPIONS!



Greater clearance in the firing end permits turbulent gases to keep the insulator free of harmful deposits. Heat range, the temperature zone in which spark plugs operate efficiently, is extended to the widest limits in automotive history.



Exclusive tapered Turbo-Action seating design forms a positive lock with a mating surface in the cylinder head without using a gasket. Correct installation is automatic and Turbo-Action Spark Plugs remain firmly fixed and accurately positioned in the combustion chamber.

The spark plug in your future is definitely the new Turbo-Action Champion which powers the mighty Ford Thunderbird.

So superior is the performance of this new Champion in the very latest design, high-output engines that other leading automobile manufacturers soon will follow the Thunderbird in adopting it as standard equipment.

Besides overcoming the number one problem of modern high compression engines—fouling at continual low-speed driving—Turbo-Actions clear the way for higher compression, higher horsepower engines of the future.

Because of their new seating design and larger thread size, Turbo-Action Spark Plugs will fit only those new engines designed for them.

Your present car, however, will continue to give you top performance with regular standard Champions.

Once again, Champion demonstrates its leadership in spark plug design, performance and dependability—factors which have made it first choice of motorists everywhere for yesterday's, today's, and tomorrow's motor cars.

AVAILABLE AT FORD AND OTHER CHAMPION DEALERS

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

General Nygen[®]

22-ton

Test of "stronger than steel"
Nygen Cord proves complete
blowout safety

Here is the greatest proof ever pictured of the almost unbelievable strength of General's NYGEN Cord. Proof of the safest going at any speed you have ever enjoyed!

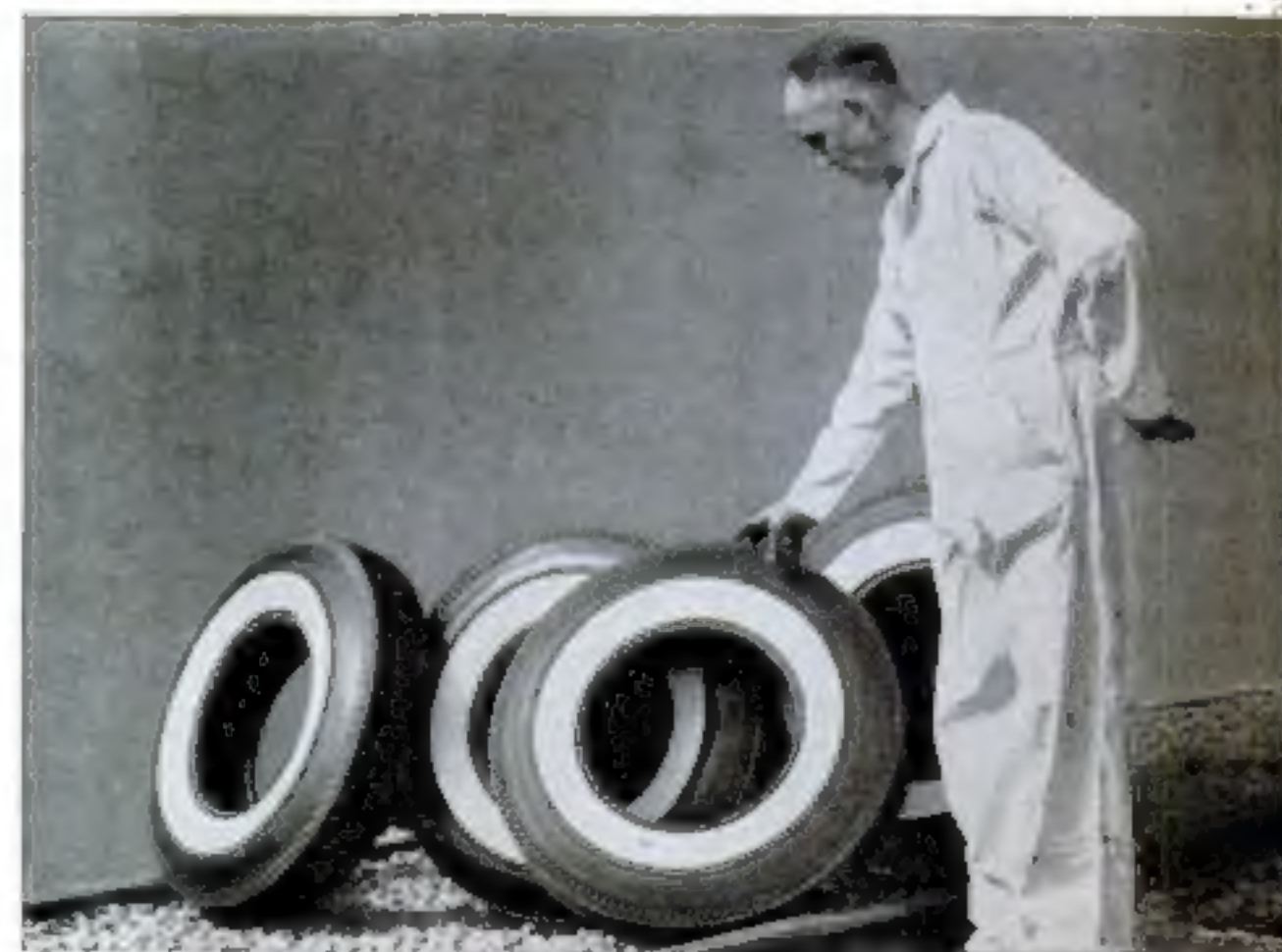
Pound for pound, NYGEN Cord is stronger than steel cables . . . *and only General has it!*

This remarkable strength of NYGEN is the reason for the complete blowout safety of the new General Tubeless Tire. Don't be without this extra strength in the tubeless tires you trust with your life and the lives of your family.

See the new General NYGEN Tubeless Tire at your General Tire Dealer's.

The General Tubeless Tire fits your present car without change of rim or wheel.

AFTER THE TEST! Here are the four stock General Nygen Tubeless Tires unharmed. Mounted on a passenger car, they were road tested at high speeds, tightly cornered for gruelling periods and run over broken pavement and deep chuck-holes—with no loss of air at the rim!



New 10-story high electric crane, with 140-ft. span, capable of 100-ton lifts across two freighters in Cleveland harbor, important new St. Lawrence Seaway port. In this remarkable test, huge dump truck, is hoisted high in the air—the entire weight on the General Nygen Tubeless Passenger Car Tires.



Crane property of Midland Steamship Company, Cleveland, Ohio
 Dump truck property of Euclid Division, General Motors Corporation

Tubeless Tires lift dump truck!

The Perfected Tubeless Tire is here



Compressible, one-piece rubber "O-ring", molded into groove in tire bead, assures positive Pressure-Lock at rim.

SAFETY PRESSURE LOCK

Locks in air at rim! General's exclusive **PRESSURE-LOCK** embodies the same "O-ring" principle used on huge compressors to retain thousands of pounds of pressure, and in submarine seals to withstand tons of water pressure.



15,000 CROSS-TREAD SQUEEGEES

For quicker, safer stops! "Cross-tread squeegees"—thousands of them around the tread of the tire—add cat's paw sureness in wet, slippery going. The precision, crescent shape of each "squeegee" adds quiet running and slow wear to amazing stopping power.

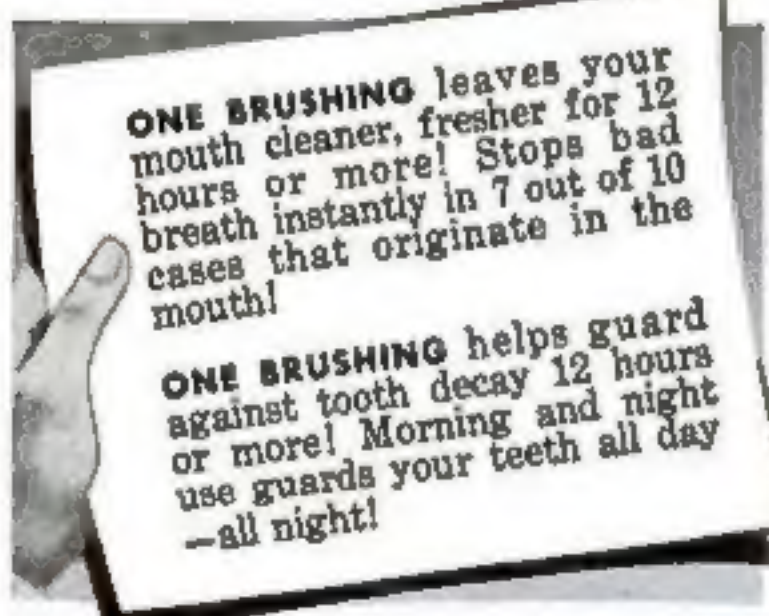
NO FLATS FROM PUNCTURES

Seals as it rolls! General has perfected the Safety Puncture-Sealing Principle in this tire that seals as it rolls—with no air loss! An accident-prevention feature on the highway and in traffic. A boon to women drivers. No repairs needed after nails and other puncturing objects are removed.



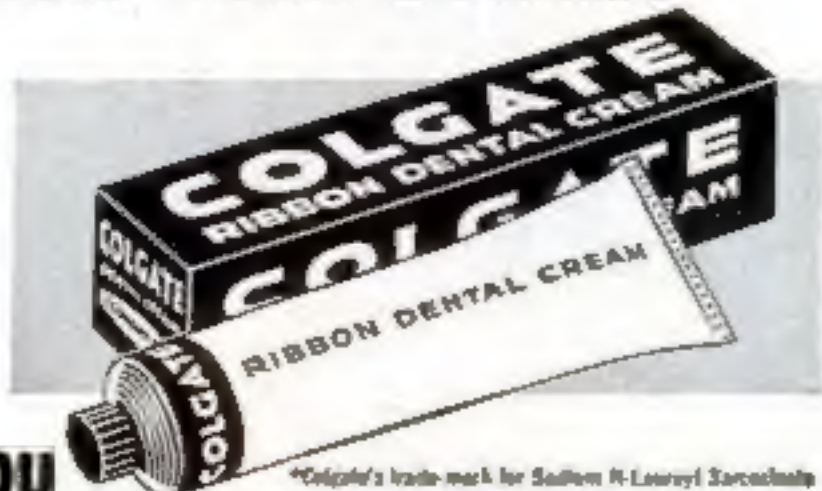
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TIRE**

Only Generals have Nygen



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FULL GARDOL PROTECTION AGAINST TOOTH DECAY!**

*Colgate's trade-mark for Sodium N-Lauryl Sarcosinate

LETTERS TO THE EDITORS



AW'S SINGAPORE GARDEN COMBINES NEAT TERRACES, ROCOCO FENCES

TWO TYCOON FUNERALS

Sirs:

In "Two Funerals of Tycoons in the Orient" (LIFE, Oct. 11) you say that "Aw Boon Haw squandered some of his bankroll on garish public gardens cluttered with grotesque plaster animals." I saw the Tiger Balm Garden in Singapore and found it extremely beautiful.

N. B. CAVEY

New York, N.Y.

● Parts of Aw Boon Haw's garden (above) in Singapore are relatively subdued. But his Hong Kong garden is cluttered with flamboyant figures like those below.—ED.



FIGURES IN HONG KONG GARDEN

MOB TESTS A CITY

Sirs:

Your pictures and story, "A Young Mob Tests a City" (LIFE, Oct. 11), made me ashamed to be a member of the white race. I will long remember 14-year-old Leon Thompson whom you showed walking across a street with police protection as a giant among some of the littlest people of my race. I hope he will be able to forgive.

MRS. DOROTHY WELLS

Indianapolis, Ind.

Sirs:

It appears to me that the press and politicians have concluded that the Negro has all the rights and no one else is supposed to even speak his opinion. What is this—brainwashing white people? Or is this an appeasement to the Communists?

SAM C. AUGUSTINE

Walterboro, S.C.

Sirs:

I was very pleased to see white people standing up for their rights. The Supreme Court decision was an illegal invasion of States Rights.

NELSON A. FISHER

Houston, Texas

Sirs:

I hate to think that my 13-year-old boy is being raised in a land where his color will hinder him. He is just as intelligent as any white child, but he is

a Negro and he may be at a standstill the rest of his life, no matter how much education he gets. . . .

MRS. G. BARNES

Cleveland, Ohio

Sirs:

Our high school and church classes have held several debates on the subject of segregation. We conclude that it is the parents who want segregation, not we, the pupils.

BAYLEY WALKER

Atlanta, Ga.

REDS'-EYE VIEW OF U.S.

Sirs:

I saw the Red movie *Silvery Dust* ("Reds'-Eye View of the U.S.," LIFE Oct. 11) in Leipzig, Germany this summer when I attended the great Kirchentag behind the Iron Curtain in July and heard the German audience groan in anger at the perfidy of the Americans as pictured in the film. It struck me and my companions as too corny to be effective until it came to picturing in an extreme manner our treatment of the Negroes. Then I felt they really had something on us and hung my head in shame.

BYRON C. NELSON

Spooner, Wis.

JESUITS IN AMERICA

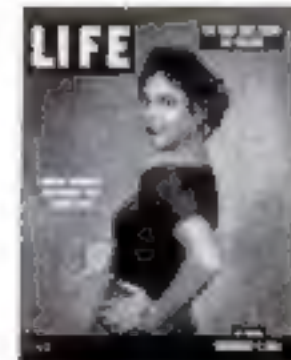
Sirs:

LIFE's article, "The Jesuits in America" (LIFE, Oct. 11), is as welcome as sun and air in the dungeons of prejudice and misunderstanding. . . .

The men depicted in your article, together with others like them in other churches, prove that goodness, faith in God and discipline do not inhibit but rather encourage freedom of

CONTINUED ON PAGE 2

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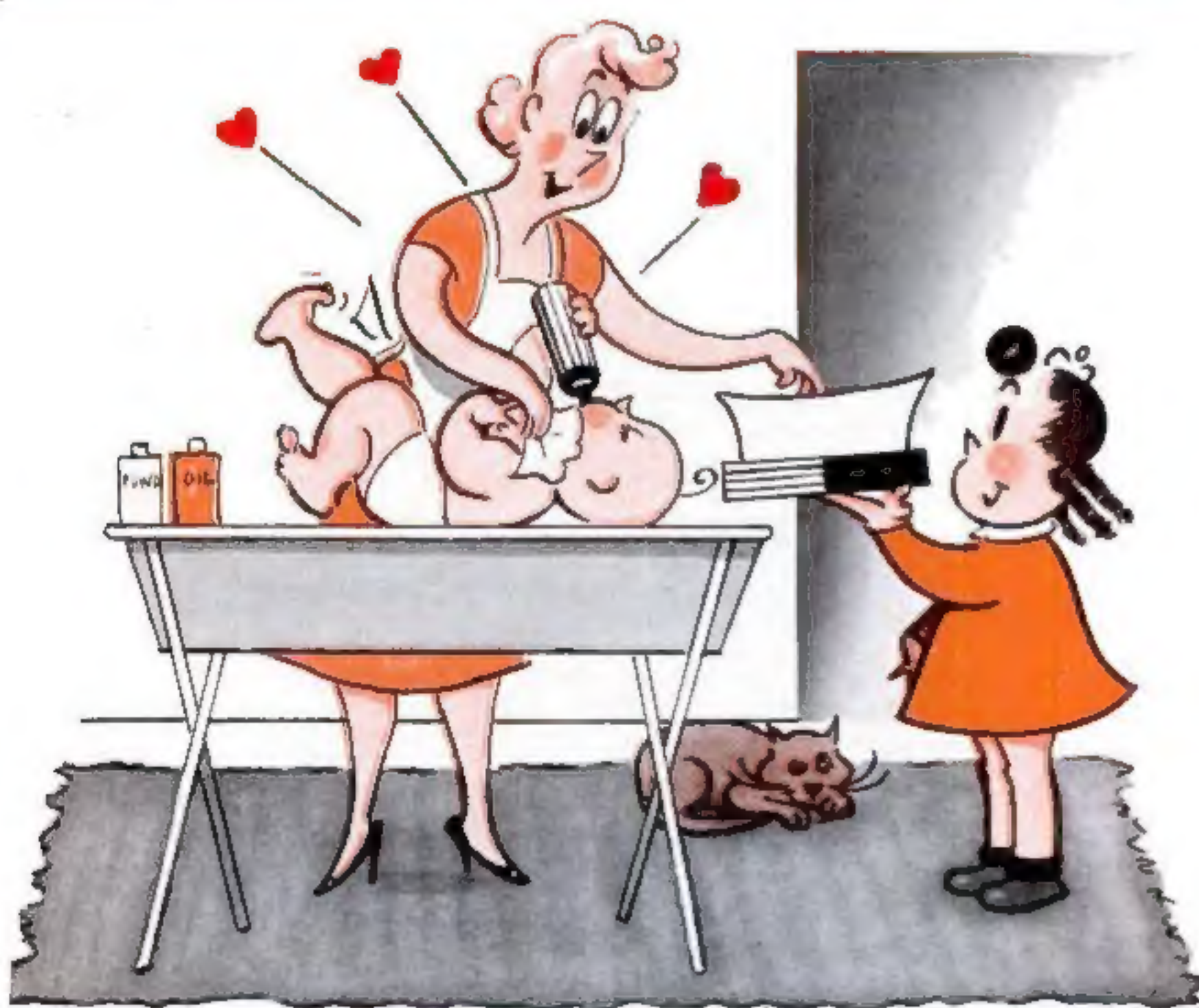
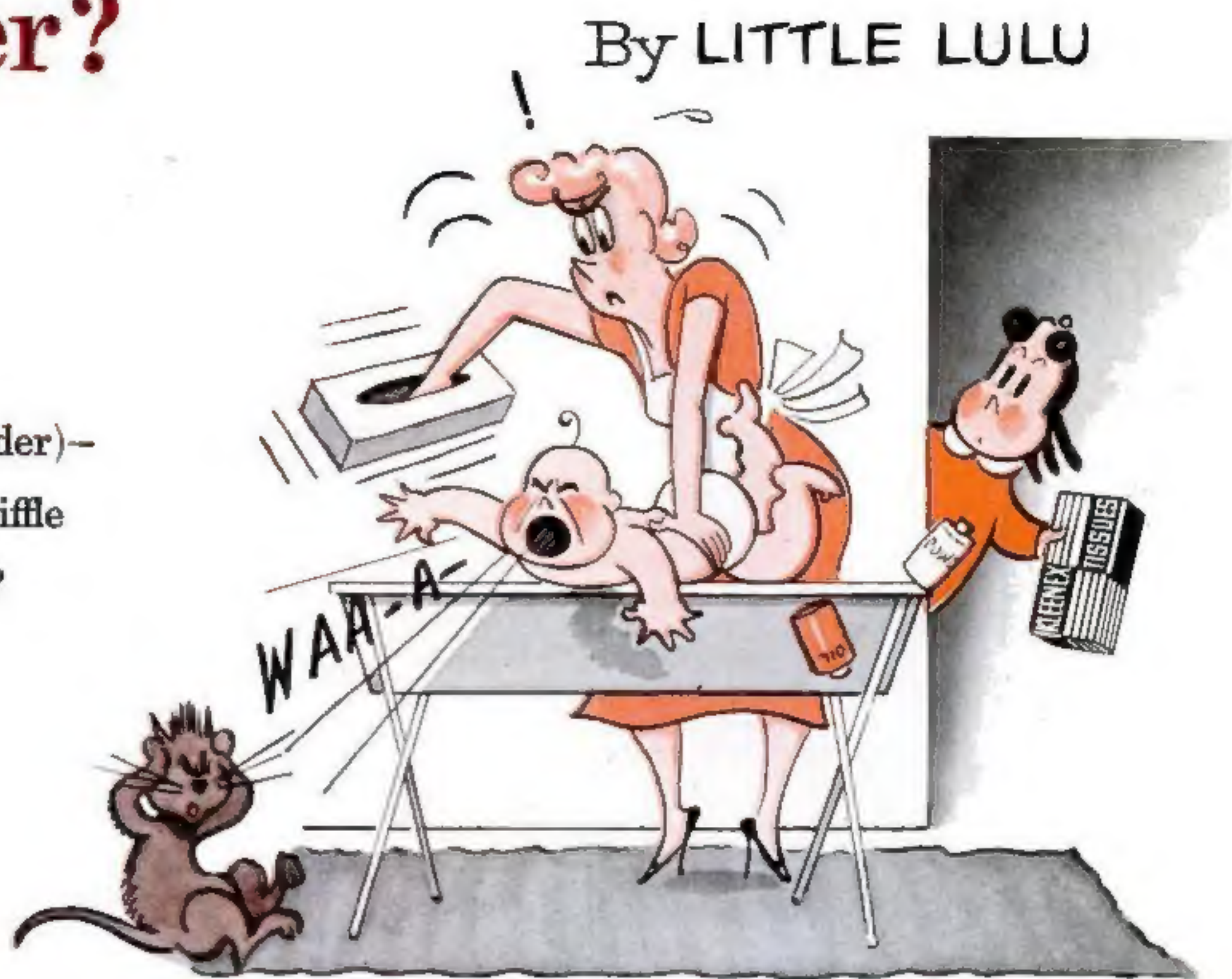
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LIMITED TIME ONLY



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LETTERS TO THE EDITORS CONTINUED

thought and an enrichment of everyday life.

Mrs. BERNICE KLOSE
River Edge, N.J.

Sirs:

Very few would connect the name of Russia's Catherine the Great with the Jesuit Order, but when the Jesuits were suppressed and expelled she befriended them. History has shown she was right, and Catholics pray daily that Jesuits may soon bring the Peace of Christ to the Russian people.

REX W. FINEGAN
New York, N.Y.

● Ironically, Catherine, a Greek Orthodox, and Frederick the Great of Prussia, who called himself a heretic, were the only rulers who refused to publish the Brief of Suppression of the Jesuits in 1773. Frederick wrote the Pope, "The Holy Father can absolve me neither from keeping my promise (not to suppress any Catholic order) nor from behaving as an honorable man. . . ." But not many years after being re-established by Pius VII in 1814 the Society was banned in both countries.—ED.

Sirs:

The author remarks that it was the Jesuits who were primarily responsible for stemming the tide of the Protestant Reformation. Unfortunately the Society of Jesus is also associated with the horrid works of the Inquisition. . . .

CLARKSON J. BEALL
Washington, D.C.

● The Jesuits played no part in the Inquisition. In fact, Ignatius, who founded the society, was himself twice investigated and after being forbidden the right to preach finally left Spain.—ED.

Sirs:

In your essay you state quite incorrectly that 26 Jesuits and converts died by crucifixion in Japan on Feb. 5, 1597. I think that if you check the records you will find that there were a few Franciscans there too. In fact, you might find more than you realized—and fewer Jesuits.

FR. BONAVENTURE BROWN, O.F.M.
Washington, D.C.

● Father Brown is right. Of the 26 Christians three were Jesuits, six

were Franciscans and 17 were converts. Between 1587 and 1662 almost 100,000 Christians were killed in Japan, of whom 104 were Jesuits.—ED.

ONE FROM THE ROAD

Sirs:

The picture of the moose on the Miscellany page ("One from the Road," LIFE, Oct. 11) reminds me of a similar one I took some years ago in British Columbia. My "lady" wasn't "overtaken by thirst . . . inconveniently far from a lake," for in sight were the flooding waters of the Kootenay River. When I asked a Ranger why this cow sucked muddy water from a foot-track in soft ground, he said she was seeking salt. During the long winter these animals have only snow to drink, so when spring comes they eagerly hunt for any pools of water that have oozed from the salt-laden ground.

CLYDE H. LADY
West Chester, Pa.



MOOSE LICKS SALT FROM ROAD

ITALIANS CONQUER K2

Sirs:

Sitting, safe and warm in my kitchen, reading the true and incredible story of courage and human will, the enormous and wondrous tale of K2 ("Italians Conquer the Unclimbable Peak," LIFE, Oct. 11), I am inspired beyond words.

MRS. JAY A. PETERSEN
Redwood City, Calif.

Sirs:

I suffered the last 800 feet without oxygen with the men because I was without oxygen at great altitude for a short time in a Navy plane. But why did they continue to carry all that useless oxygen equipment to the very summit as the pictures show?

JOHN COWART
Ventura, Calif.

● When their oxygen gave out, they thought that the peak was only minutes away, so carried the tanks on to leave at the summit as proof of their conquest.—ED.

NATION-MINDED VOTER

Sirs:

Why all the tearful pleading for a Republican Congress ("For the Nation-minded Voter," LIFE, Oct. 11)? If the Republicans' record during their 20 months in power was nearly as wonderful as claimed, they could all go fishing and let the Democrats bay at the moon.

A. R. RUSSELL
Denver, Colo.

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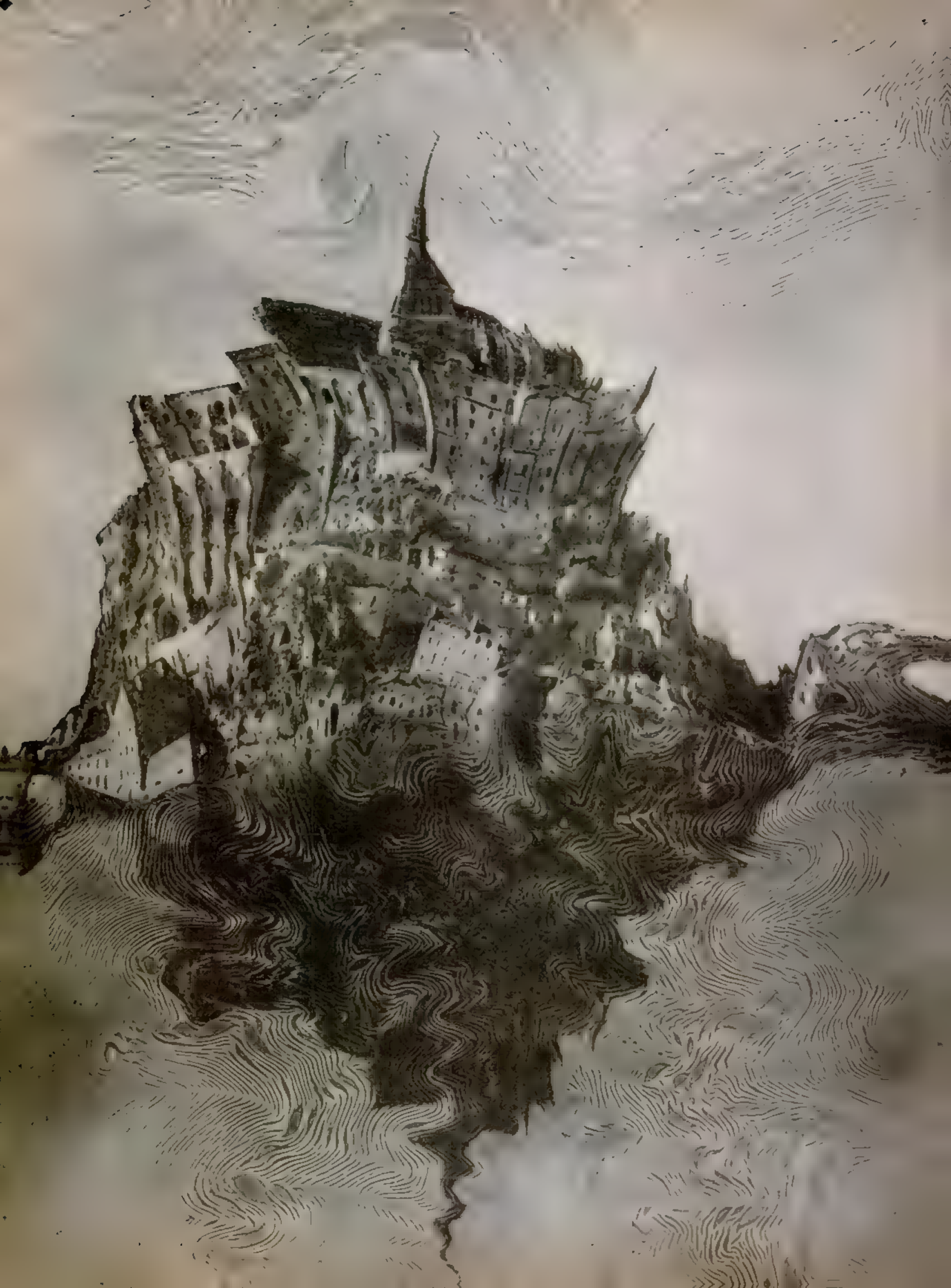
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LPH





PARIS PEDESTRIANS LOOK LIKE GROTESQUE DENIZENS OF NETHER WORLD

SPEAKING OF PICTURES . . .

Hot water trick makes madman's world

Marc Foucault of Paris is a kind of Jekyll and Hyde of photography. By day he makes his living taking pleasant pictures of familiar French scenes. By night he amuses himself in his darkroom transforming ordinary photographs into distorted images which look like the hallucinations of a madman.

To create one of his photographic freaks Foucault dips a freshly developed negative into water of approximately 120°F. until the emulsion in which the image is fixed gets just warm enough to melt. Then he tilts the negative back and forth so that the emulsion runs like the colors in a wet painting. When the reworked negative dries and hardens, Foucault has another proof of his own theory of photography: that the creation of a picture just begins with the click of a camera.



CRYING CATS EMIT WAVY LINES WHICH SUGGEST THEIR PIERCING SNARLS



DISTORTION GIVES SENSE OF FIERCE ACTION TO SCENE OF PECKING GEES

← MONT SAINT-MICHEL BUCKLES AS IF HEAVED BY A CATACLYSM

FOUCAULT'S SON ALAIN RESEMBLES PORTRAIT BY VAN GOGH →



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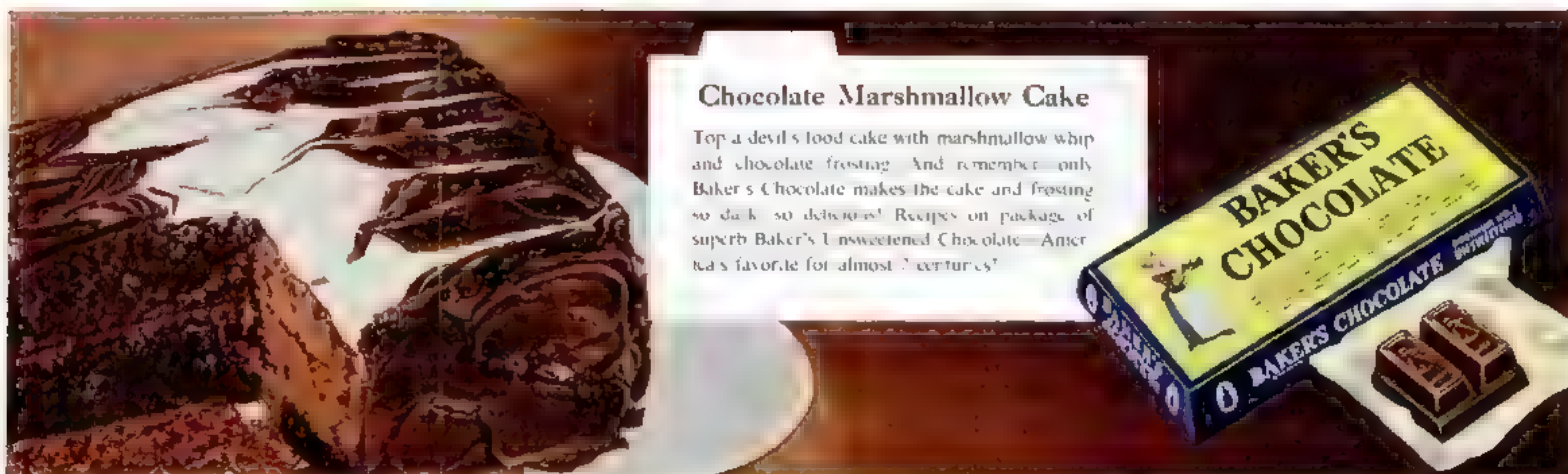
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*You can't match the kind
you make with Baker's Chocolate Chips!*

One taste will tell you why Baker's Chocolate Chips are best for cookies. The flavor's so much richer! These semi-sweet chips are made from Baker's Chocolate—finest in the world! And they keep their shape through baking! Make sure you get Baker's Chocolate Chips. Can't fail cookie recipe on package.



Chocolate makes it good... Baker's makes it best



Chocolate Marshmallow Cake

Top a devil's food cake with marshmallow whip and chocolate frosting. And remember—only Baker's Chocolate makes the cake and frosting so dark, so delicious! Recipes on package of superb Baker's Unsweetened Chocolate—America's favorite for almost 2 centuries!





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New!

Morton Salters!

Ready-filled shakers for kitchen and table



Morton Salters join the famous Morton family!

Now you can buy Morton Salt 3 convenient ways: (1) in the familiar big round package . . . (2) in Morton Miniatures, 1½ inches tall, that come 6 to the tray for picnics and lunch boxes . . . (3) in new Morton Salters, 3¾ inches tall, packed 3 to the carton. Look for them all at your food store!



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What a convenience!

No more shakers to clean and fill! When they're empty, just throw them away. Plastic shaker top twists open to shake or pour . . . twists shut to seal out dust. Sturdy, moisture-proof, foil-wrapped containers. So handsome, such simple design, you'll use Morton Salters right on the family table. They're real space savers, too, in the kitchen and medicine cabinet. Next time you shop, look for Morton Salters! *Iodized or Plain*

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"LIFE" PHOTOGRAPHIC ESSAYS: BOURKE-WHITE'S MONTANA (1936) AND McCOMBE'S RIO (1954)

PHOTOGRAPHIC ESSAY—A CHANCE FOR AMATEURS

The photographic essay—along with the great single news-picture and the timeless, beautiful print—has been LIFE's special province ever since the first picture of the first essay (above left) appeared in the first issue. The form was described recently by one LIFE cameraman as "a lot of information beautifully, entertainingly and personally expressed." Not a bad definition, though readers who have seen any or all of the hundreds of picture essays we have published may have arrived at their own.

The definition is certainly fulfilled by the most recent essay: Leonard McCombe's report on Rio this week on pages 103 through 111. In Rio on another assignment that fell through, McCombe asked to stay on for a few days and do something he'd always wanted—without research or plan to photograph Rio from his own special point of view.

There are few photographers with an eye quite like that of McCombe, yet any photographer, professional or amateur, might conceivably turn his eye to his surroundings with such good effect—and when he does LIFE will probably print it. Our

concern with the continuing development of photojournalism prompts us this week to announce a new contest for the best photographic essay submitted by an amateur photographer. The contest will be held by LIFE in cooperation with the Photographic Society of America, which defines an amateur as one who makes less than half his income from photography. Four prizes will be awarded: \$5,000 for first, \$2,500 second, \$1,500 third and \$1,000 for fourth. LIFE's editors will be the judges and LIFE reserves the right to purchase for publication, any entry at its current rates.

The contest is open to any amateur photographer, here or abroad; only present employees of TIME Inc. and their immediate families are barred. Entries, which must be submitted by midnight July 31, 1955, should be sent to the P.S.A.-LIFE Photo Essay Contest, 9 Rockefeller Plaza, New York 20, N.Y. But all inquiries and requests for fuller details of rules should be addressed to the Photographic Society of America, 30 East 60th Street, New York, 22, N.Y. The winners will be announced at the P.S.A.'s convention in Boston next year.

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PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

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VERNON PICK'S \$10 MILLION ORDEAL, by ROBERT COUGHLAN

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A BABY'S HEART IS MENDED

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NIGHTCLUBS

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MISCELLANY, NICE NECK FOR A KNOTHOLE

IN FOREIGN COUNTRIES AND MUST NOT BE REPRO-
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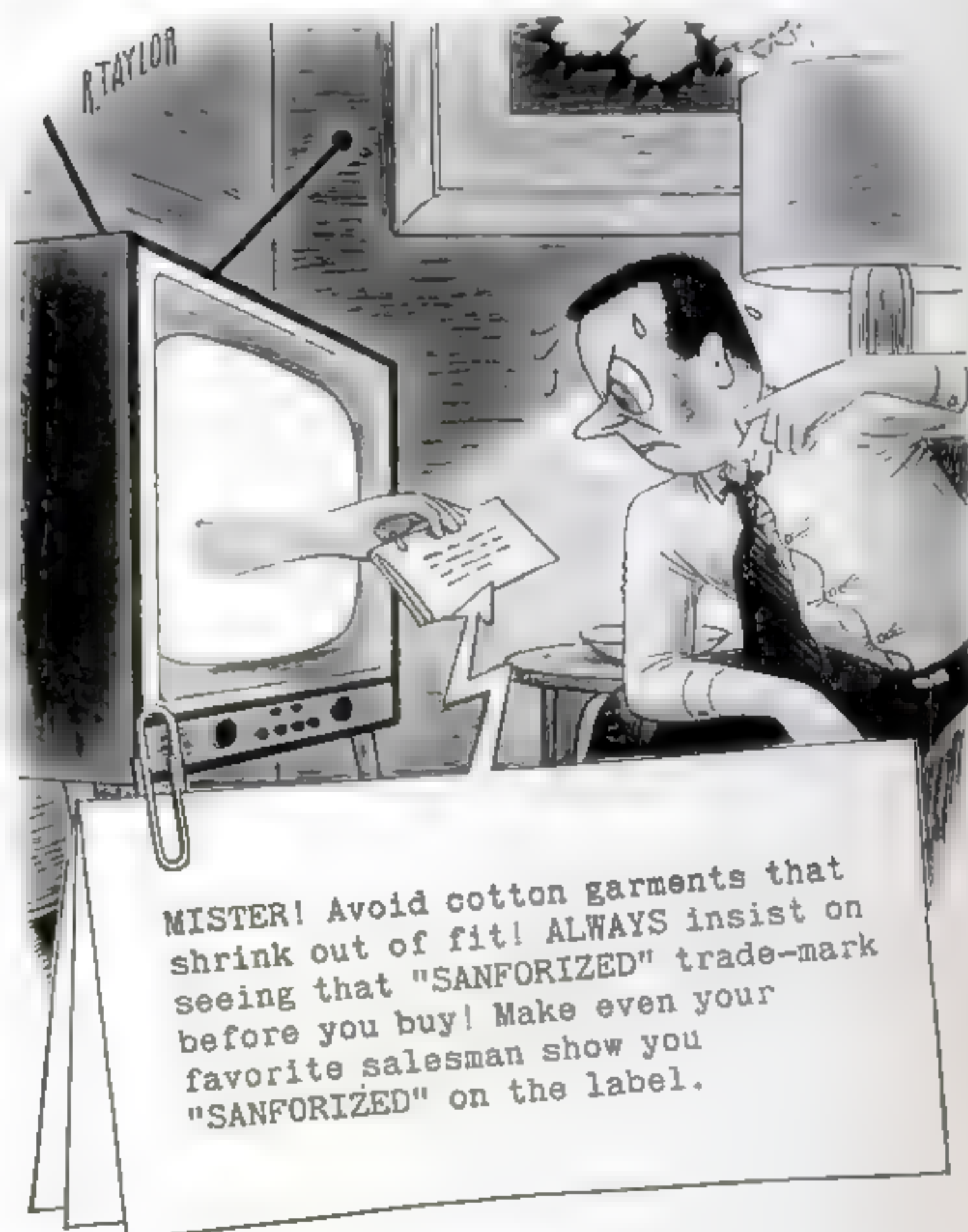
"Why Mr. Schultz, I didn't doubt you for a minute."



"Besides the ropes and handcuffs, Ladies and Gentlemen, the Great Aldo is wearing a shrinking shirt!"



"Look carefully, Gentlemen. You'll find Nonsanus Shrinkococcus —all that's left of a shirt that wasn't 'Sanforized'-labeled."



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WHY WAIT TILL 1955
We might not even be ALIVE

LIFE

Vol. 1, No. 1, Nov. 1, 1948



HIGHLAND PARK OPTIMIST CLUB IN LOS ANGELES PESSIMISTICALLY DONS GAS MASKS AT A SMOG PROTEST LUNCH. SIGN BEWAILS CIVIC PROCRASTINATION

BLIGHT ON THE LAND OF SUNSHINE

It was enough to take the chromium off a man's Cadillac, or so the wags said. As the fume-laden, dingy smog blanket hung listlessly for the third week over Los Angeles, civic groups tried to keep their sense of humor (*above*), but there was no masking their worry over the blight on the Land of Sunshine.

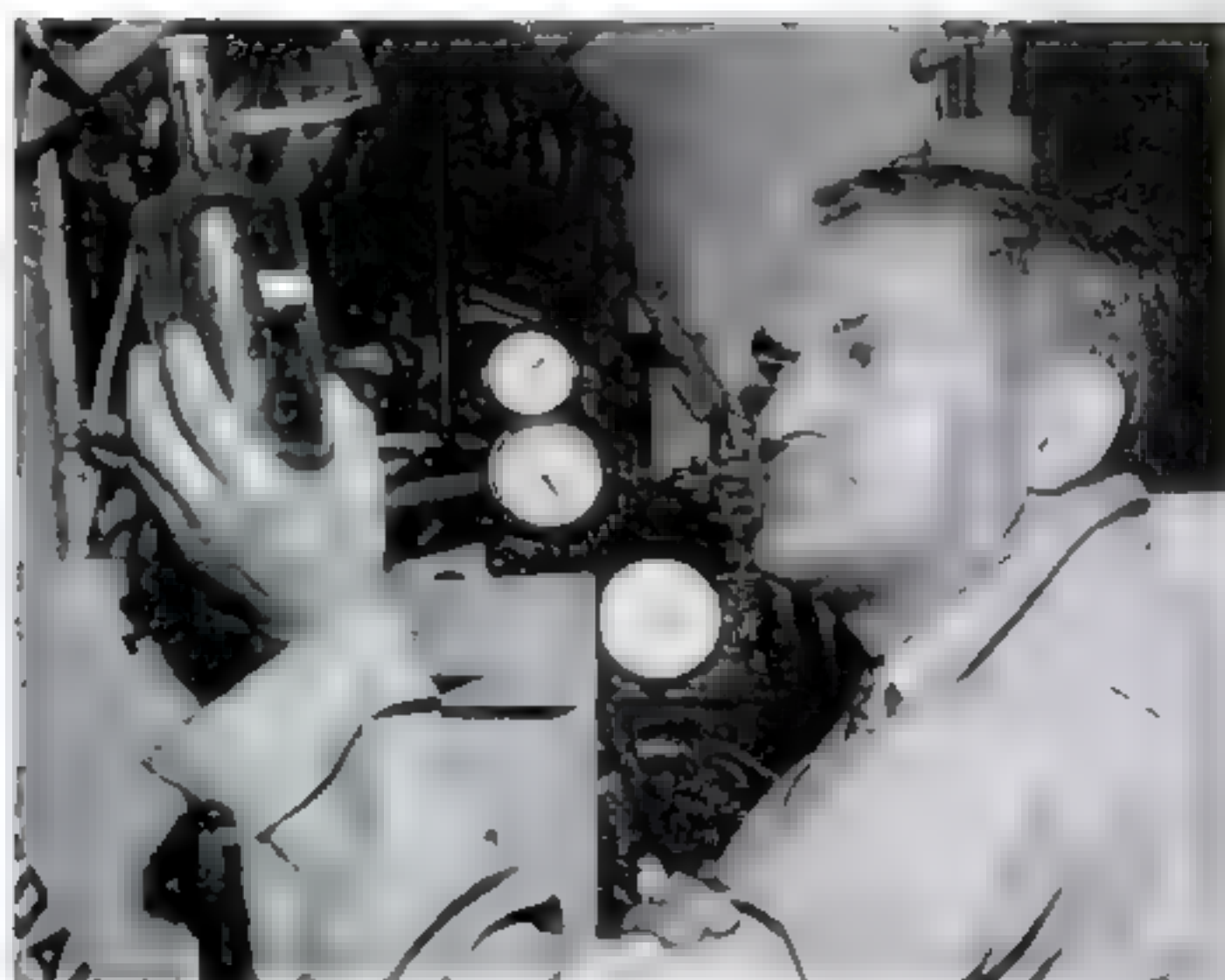
One child in Los Angeles had gone temporarily blind, and a middle-aged woman tried to

commit suicide because, her husband said, of smog-induced headaches. Remembering what happened in 1948 in Donora, Pa. when smog took 22 lives, public officials began blaming each other, and a grand jury met secretly to fix responsibility. The smog was not the worst in history but, in an election year, the political fuss made it seem as if it were. Governor Goodwin Knight, in the middle of his campaign,

suggested that oil refineries try a test shut-down, but a group of oilmen replied angrily that the experiment would be prohibitively expensive and would prove nothing. Los Angeles Mayor Norris Poulson indicated he might close the schools, shut down industry and ban all motor traffic if the situation got much worse. Meanwhile everyone in Los Angeles—coughing, crying and complaining—was literally sore.



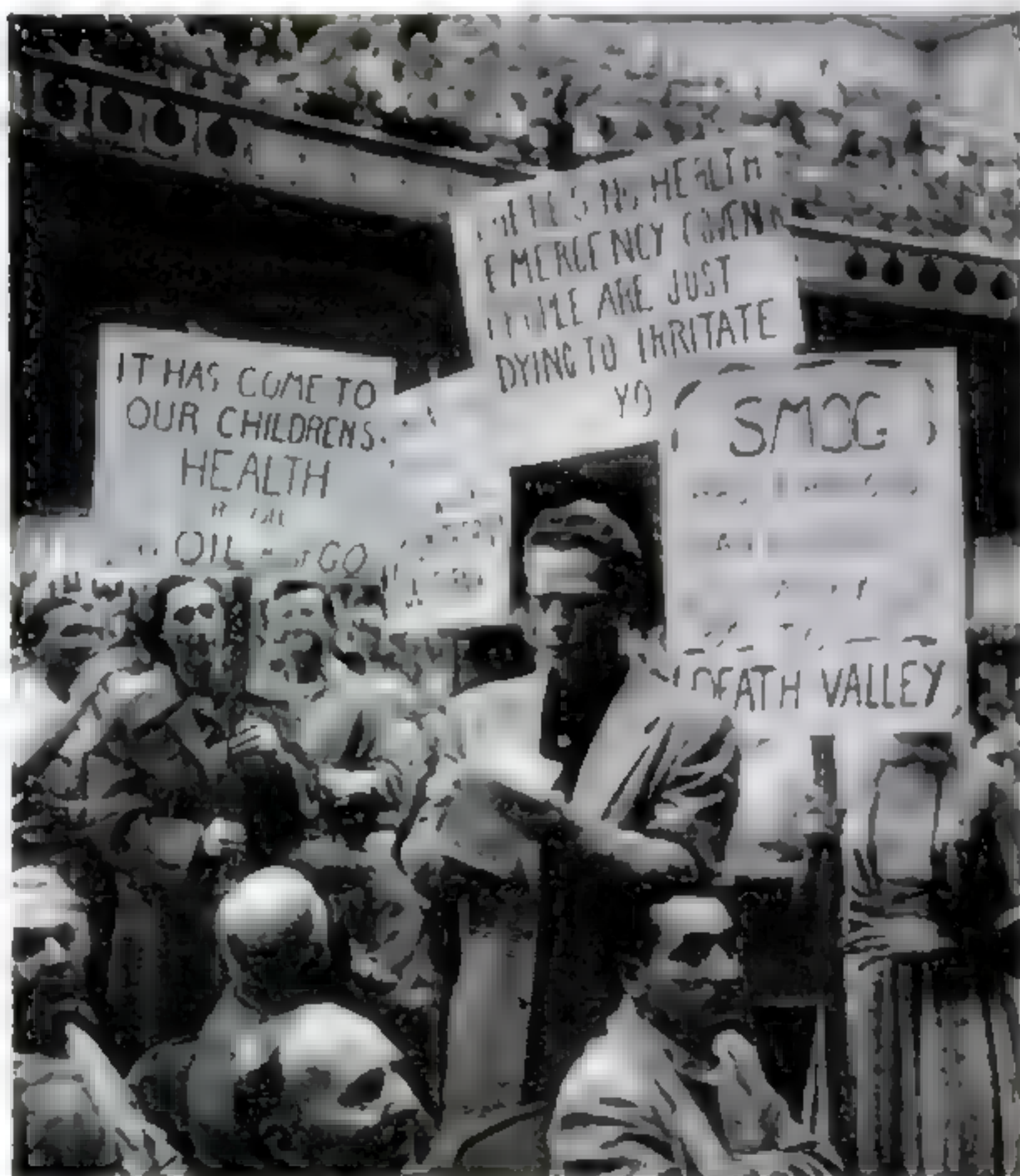
CORRECT HEADGEAR for smoggy days—worn by Thomas Sheffield as he drives from work near Los Angeles city hall (background).



BOTTLE OF SMOG is examined by Meteorologist Morris Neiburger inside a blimp which flies over the city collecting air samples and testing for eye irritants.

SLUGGISH AIR AND A STATIC SHROUD

Ever since its feverish industrial expansion during World War II Los Angeles has suffered smog attacks. Every tall smoke and flames from refineries, from the city's 2 million cars, from the county's 1.5 million backyard incinerators and from other sources is trapped between the San Gabriel Mountains and the sea by a cover of warm air which settles in and refuses to budge. In 1947 the state set up an inadequately manned Air Pollution Control District; its recommendations have proven ineffective. Only a heavy rain or a stiff breeze could help but neither was in sight.



ANGRY PROTEST is made by 4,500 workers of the Pasadena Civic Auditorium organizing creation of a committee of 100,000 to insure enforcement of smog laws.



AS CAMPAIGN NEARS CLIMAX ECHOES OF PAST STIR PRESENT STORMS

NEW YORK'S DEMOCRATS TROT OUT SCANDALS

New York Democrats produced a lively film attacking Republican involvement in harness track scandals of 1952. Narrated by Franklin Roosevelt Jr., running for attorney general, the film dramatizes the murder of labor racketeer Tommy Lewis, which touched off the scandals, and cited track stock profits made by J. Russell Sprague and other G.O.P. leaders. Republicans attacked film's accuracy.



ROOSEVELT (LEFT) DESCRIBES RE-ENACTED TRACK KICKBACKS, LINKS STOCK PROFITEER SPRAGUE (ABOVE, LEFT)

REPUBLICAN OPPONENTS RAKE UP OLD DEALS

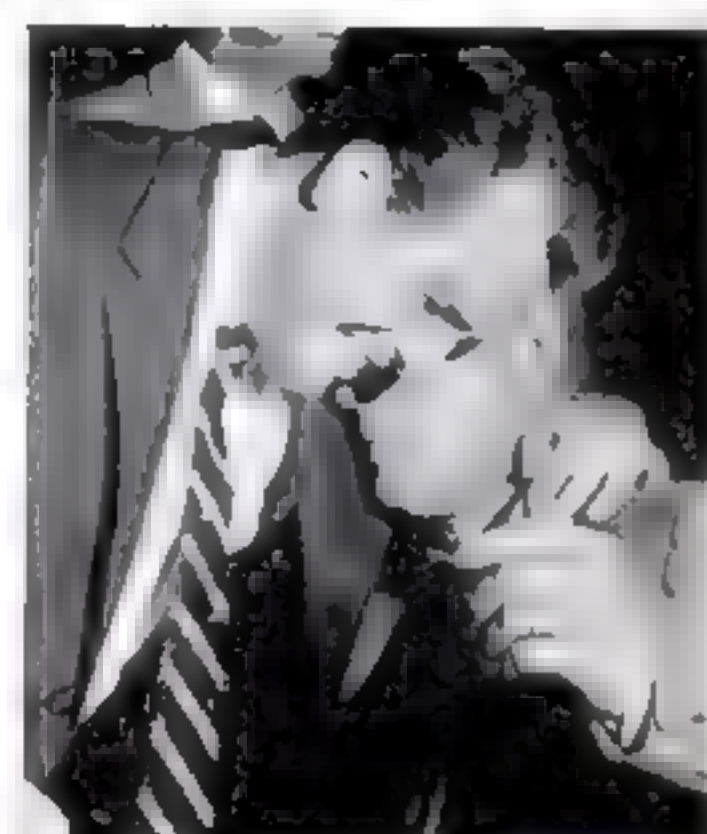
The Republican counterattack was led by Senator Irving Ives, running for governor. Ives revived charges that a steamship company, of which Democratic Candidate Averell Harriman was then board chairman, had once paid a judge \$250,000 for pier leases. Harriman disclaimed knowledge of the bribery. Later Governor Tom Dewey and Ives charged Harriman with another discreditable deal.



IVES SHOWS CLIPPINGS, HARRIMAN PICTURE FROM SCANDAL. HARRIMAN (CENTER) CALLS ATTACK SLANDEROUS.

NONEXISTENT HEROICS END A CAREER

Representative Douglas Stringfellow, Utah Republican, was a sure bet to win re-election. On the basis of his oft-repeated story, he had captured a nuclear scientist during an OSS raid behind German lines. When his tale was questioned, Stringfellow went tearfully on television to admit it was a hoax, later re-enacted the confession. His successor, College President Henry Dixon, faces a stiff fight.



CONFESSING, STRINGFELLOW CRIES ON LOCAL TV, REPEATS PERFORMANCE FOR NETWORK (CENTER) AND FRIEND.

A RECORD PERFORMANCE RILES A CANDIDATE

In Illinois, the campaign of Joseph D. Lohman, Democratic candidate for Cook County sheriff, got a rude jolt when Republican Governor William Stratton trotted out a 1952 recording in which Lohman, an able University of Chicago sociologist and a former parole board chairman, seemed to say that many policemen marry prostitutes. Lohman protested the quote was "distorted and garbled," but his voice was lost amid the fury of 7,000 cops and their wives.



WHILE LOHMAN (LEFT) EXPRESSES INDIGNATION, POLICE WIVES LISTEN GRIMLY TO RECORDING OF HIS SPEECH,



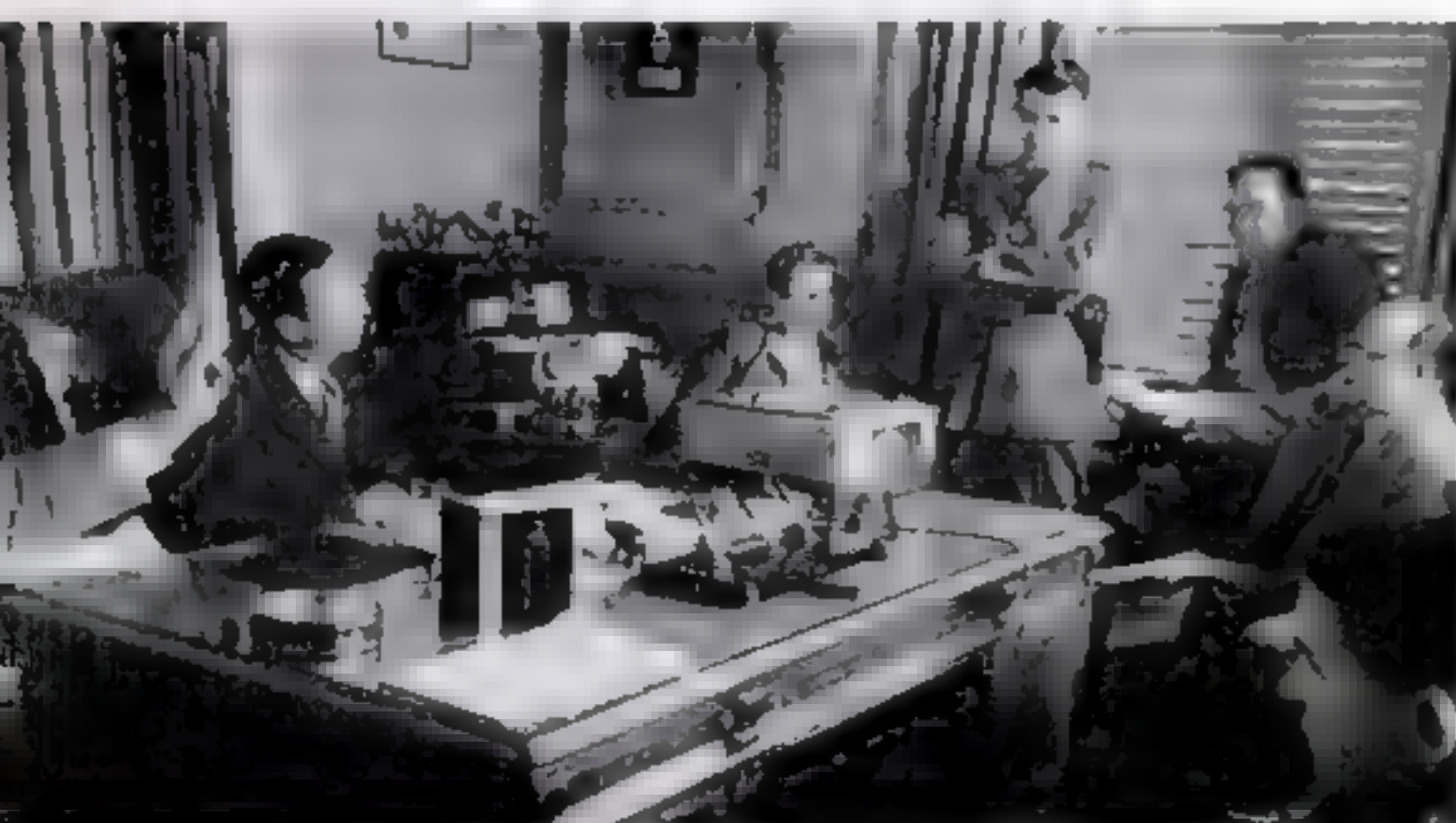
WITH IVES AND DEWEY ACTORS PORTRAY MURDER OF LABOR BOSS (RIGHT)



AT FORUM IVES RAISES HIS HAND TO STOP BOOS FOR SPEAKER HARRIMAN



SUCCESSOR (CENTER) MEETS STATE CHAIRMAN, SENATOR WATKINS (RIGHT)



PLAYED FOR THEM AND THE PRESS BY GOVERNOR STRATTON (LEFT, ABOVE)



IN WASHINGTON, PRESIDENT WALKS TO PLANE FOR HIS NEW ENGLAND TRIP

THE FIGHTING FINALE

With the elections less than a week away and some Democrats talking hopefully of a landslide, the Republicans rolled out their most potent campaign weapons in a final drive to retain control of Congress. Dwight Eisenhower, striding into the political arena, made an unexpected tour of New York City plugging for Irving Ives and his G.O.P. running mates. Nine members of his cabinet also went campaigning, with speeches and appearances in 18 states. But their approach, based largely on the Administration's record, ran smack-dab into an outpouring of strictly local dramatics, real and contrived (*left*). And it was the local histrionics, as *LIFE's* editorial (*p. 30*) points out, which would decide many elections.



THE FOUR START TALKS IN PALAIS DE CHAILLOT ACROSS SEINE FROM EIFFEL TOWER

DIPLOMATIC CRESCENDO

Paris conferences, growing bigger and bigger, finally take Germany into the West

In a week of historic meetings in Paris the West built a new Europe. On Wednesday a conference of four (Germany and her Western occupants, *above*) agreed to end the occupation and restore German sovereignty. On Thursday a conference of nine (the Brussels Pact Powers plus Germany and Italy, with Canada and the U.S. standing by, *below*) agreed to authorize a 500,000-man German army,

control arms manufacture and establish a Western European Union. On Friday a conference of 14 (the NATO nations, *right*) received Germany into the Atlantic alliance. These agreements were signed Saturday after Germany settled the Saar question on French terms. Then Russia, for the second time within a month, fell back on an old gambit and suggested a new conference on German unification.

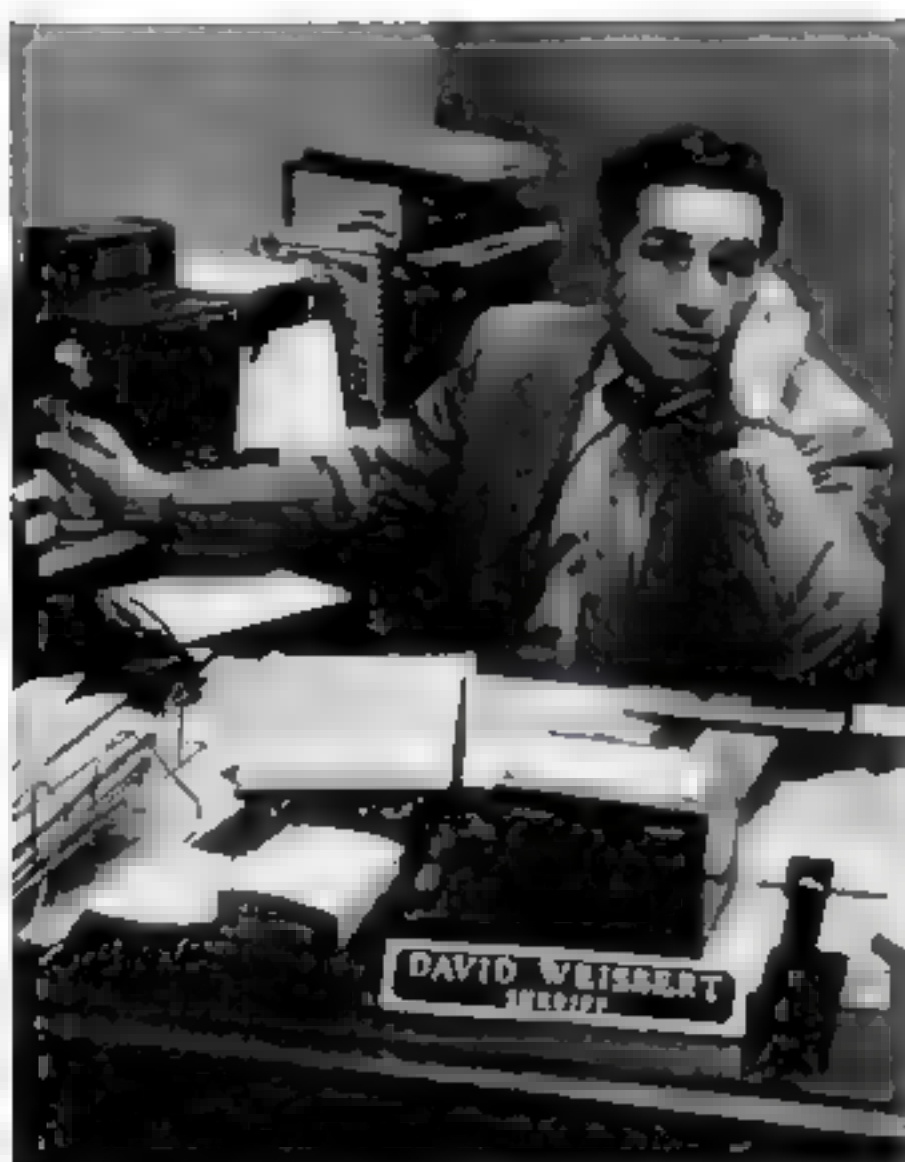
AS THE FOUR BECAME NINE, GERMANY'S KONRAD ADENAUER (FOURTH FROM LEFT) FIRMS UP HIS NATION'S PLACE IN EUROPE





CONFERENCE GROWS TO 14 as the NATO powers meet with their secretary general, Lord Ismay. From the left they are: Paul Henri Spaak of Belgium; Lester Pearson, Canada; Hans Hansen, Denmark; Pierre Mendès-France, France; Kristinn Gudmundsson, Ireland; Gaetano Martino, Italy; Lord Ismay, secretary

general; Stephane Stephanopoulos, Greece; Joseph Bech, Luxembourg; Johan Willem Beyen, Netherlands; Halvard Lange, Norway; Paulo Cunha, Portugal; Fuad Koprulu, Turkey; Sir Anthony Eden, United Kingdom; and John Foster Dulles, U S A. At this meeting NATO admitted its 15th member: Germany.



SEARCH STARTS when Sheriff Weissert phones statewide alarm for robbers from Zanesville office.



BREAK IN STORY—robber's friend's testimony—is phoned Zanesville *Signal* by Reporter Harvey.



MORNING VIGIL is kept by Zanesville Police Chief George Hodgson, awaiting report on hunt.



WEARY REPORTER, Bud Harsh of Zanesville *Signal*, waits where suspects are being questioned.

THE BUNGLED BANK ROBBERY

Police in Ohio quickly and easily follow a clue-cluttered trail

Fifteen years had passed and not a bank robber had shown his mask in peaceful Muskingum County, Ohio. Then last week bandits came to little Roseville (pop. 1,808) and pulled a \$6,000 job at the Federal Savings and Loan Association. They had the sawed-off shotgun, the muslin sugar sack for the swag, the rope to tie the teller up. They didn't, however, have much know-how in bank robbery.

First of all, before going to the bank, they had openly transferred their shotgun from one car to another in a parking lot where a daytime snoozer recognized one—Albert Groves. Then they had circled the bank so often before the

holdup that a teller grew suspicious and wrote the license number down.

The police pounced on these windfall leads. They found a friend to whom a second bandit, Frank Graves, had boasted about the holdup. On routine family checkups they pulled in Graves's brother Louis, who admitted driving the getaway car, and Groves, who had taken refuge on his father's farm in Maryland. Louis Graves led the cops to \$2,989 he cached in an arbutus bush in a cemetery, while Groves's capture led them to \$1,176 he had hidden in a rabbit hutch. The cops kept pressing after the third man and the remaining \$2,000.

ROUNDUP OF KEY CHARACTERS HELPS PIECE STORY TOGETHER



ROBBER'S FRIEND, Tom Alexander (left), is questioned by county prosecutor, Joseph McNerney.

while policewoman types answers. He said Frank Graves bragged of the holdup on way to Columbus.



SUSPECT'S WIFE, Mrs. Louis Graves, waits for prosecutor (right) to question her on husband's role.



NIGHT WATCH is kept by Sheriff Weissert, who is talking to one of his deputies through window.

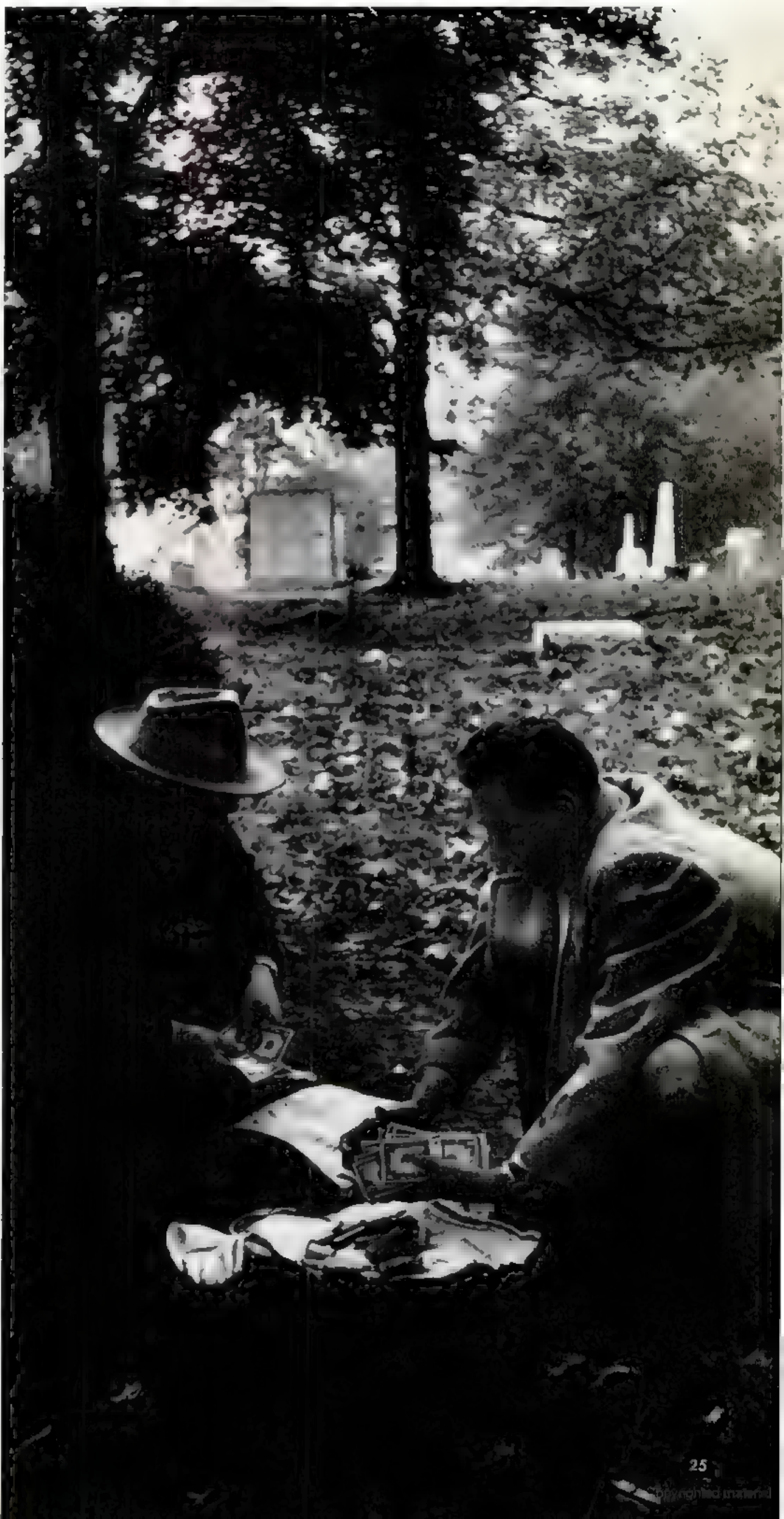


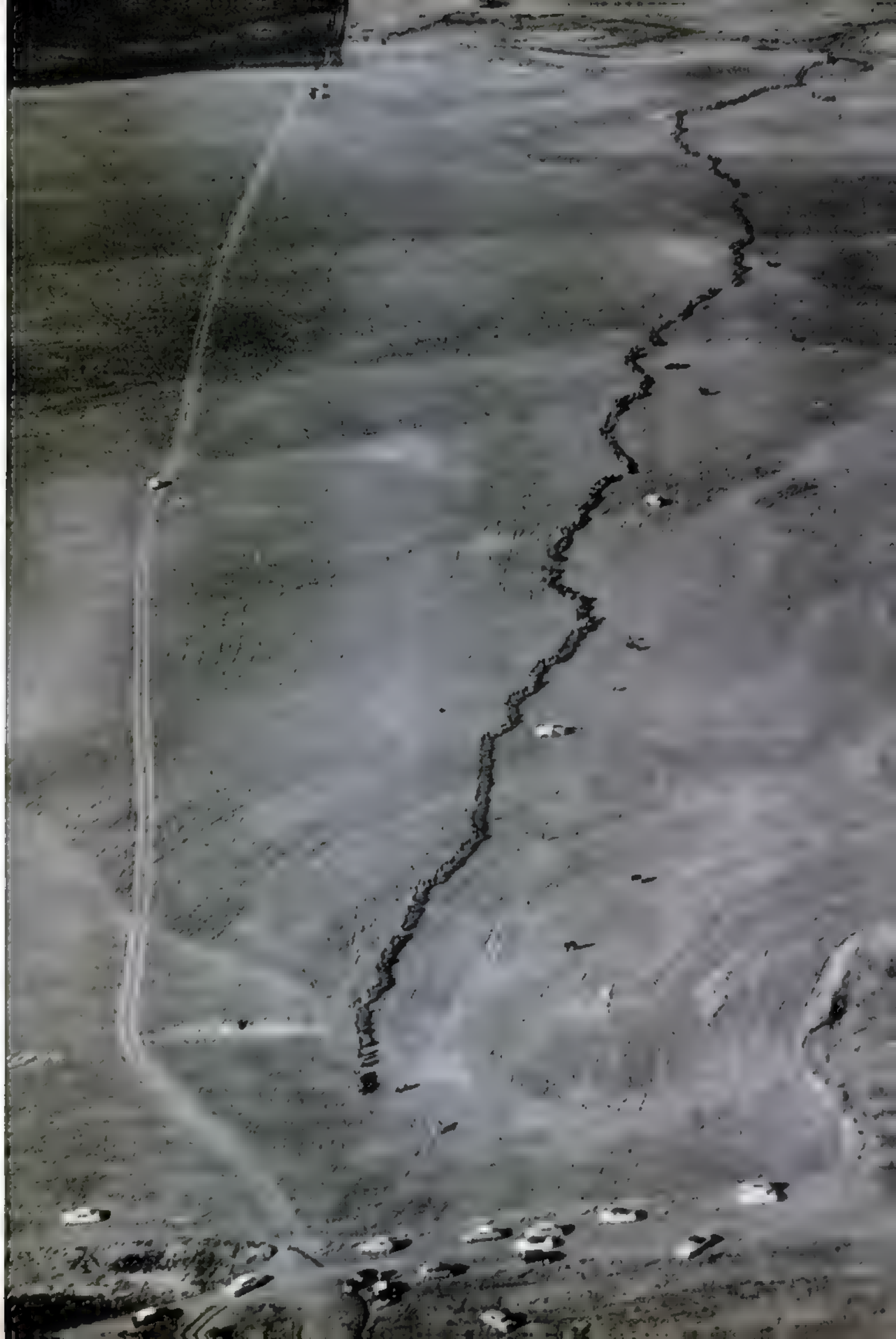
AN FBI AGENT, with his hand on Police Chief Hodges' sleeve, confers outside the sheriff's office.



CRIPPLED ACCOMPLICE, Louis Graves, driver of the getaway car, leads detectives to shotgun.

POLICE FIND \$2,989 OF LOOT IN CEMETERY —>







HAND IN HAND, NEIGHBORS OF THE ENGETS SCUFF OVER OPEN STUBBLE FIELD LOOKING FOR LAVERN

HUMAN CHAIN HUNTS LOST BOY

Three thousand North Dakotans comb prairie in a week-long search

All week long across the vast and vacant prairie the search went on. Four-year-old LaVern Enget had left his family's farmhouse near Powers Lake, N.Dak. Sunday evening and gone out to the pasture to help his father bring in the cows. But Farmer Enget did not see him and the boy did not return to the house. Later on neighbors came to help the Engets look for LaVern.

Within two days, more than 3,000 were taking part, joining hands to move in a human chain over the undulating, open land, then breaking up to comb thickets, potholes and dank sloughs. Five dogs, one of them sent by the Canadian Mounties, picked up LaVern's scent again and again but each time it faded out or led back toward the house. Two helicopters and 42 light planes joined in circling over the 135-square-mile area. At the end of the week the National Guardsman directing the search was still saying, "We haven't even considered the idea he may be gone." But most of the others out searching the tall grass were losing hope. LaVern had been wearing only overalls and a light T-shirt, and at night the North Dakota temperatures had dropped below freezing.

LAVERN ENGET smiled for snapshot outside the farmhouse. Parents said he was afraid of the dark.



← **MILE-LONG CHAIN** of volunteer searchers edges across prairie. At night they went on by searchlight.

ASTRAL ADVENTURERS

Frenchmen report meetings with unlikely creatures



DEPUTY DE LEOTARD

The summer in France had been enough to unnerve anyone. It had rained steadily. The crops were bad. The rabbits had died off by the thousands. And it was absolutely the worst wine year since the war. France was in no state to cope with another crisis, but it came anyway. Out of the autumn skies, from Brittany to the Riviera, dropped a covey of extraterrestrial vehicles and unearthly men. They were not the vaguely described objects sometimes seen by children and frightened old ladies. Good solid citizens: farmers, bakers and other workingmen, who had the reputation for being reliable, swore they had seen them. They even drew diagrams and pictures to prove it.

The vehicles they described were of many shapes: whirling disks, flying cigars, crowns, comets and winged mushrooms. They left skid marks in the grass at one place, gashes on a wooden railway tie in another. Out of these conveyances stepped little men of many colors, mostly pleasing pastels, though one had zebra stripes and another changed color with champagne-like ease. They wore plastic helmets, sleeveless diving suits, orange corsets or cellophane wrappers, and spoke English, French or even Latin. Some, however, were left speechless by what they saw.

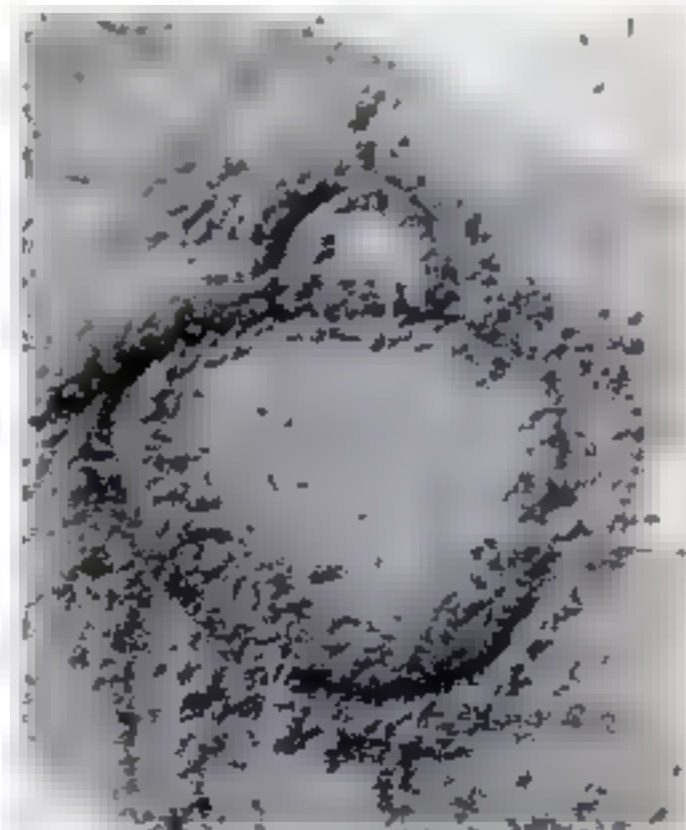
French newspapers suddenly carried almost as many reports about Martians, or whoever the outer space visitors were, as they did about Mendès-France. In the National Assembly, Deputy Pierre de Leotard (*inset*), who sometimes wears sort of an extraterrestrial look himself though he is actually a Radical-Socialist, demanded to know if the invasion threatened France's security. The government, in the novel position of facing a kind of crisis no French government had ever faced before, reserved answer.



MARTIAN MEN'S HEIGHT is shown by two bakers. Pierre Lucas (*left*) of Loctudy was going to well when, he said, orange ball fell from the sky. Suddenly a small bearded figure with one eye in middle of his forehead tapped him on shoulder. Serge Porchet (*right*) of Marcoing was approached by two small shadows.



DUMPY LITTLE SPACE MAN THEY SAW LAND IN LUMINOUS SPHERE ON



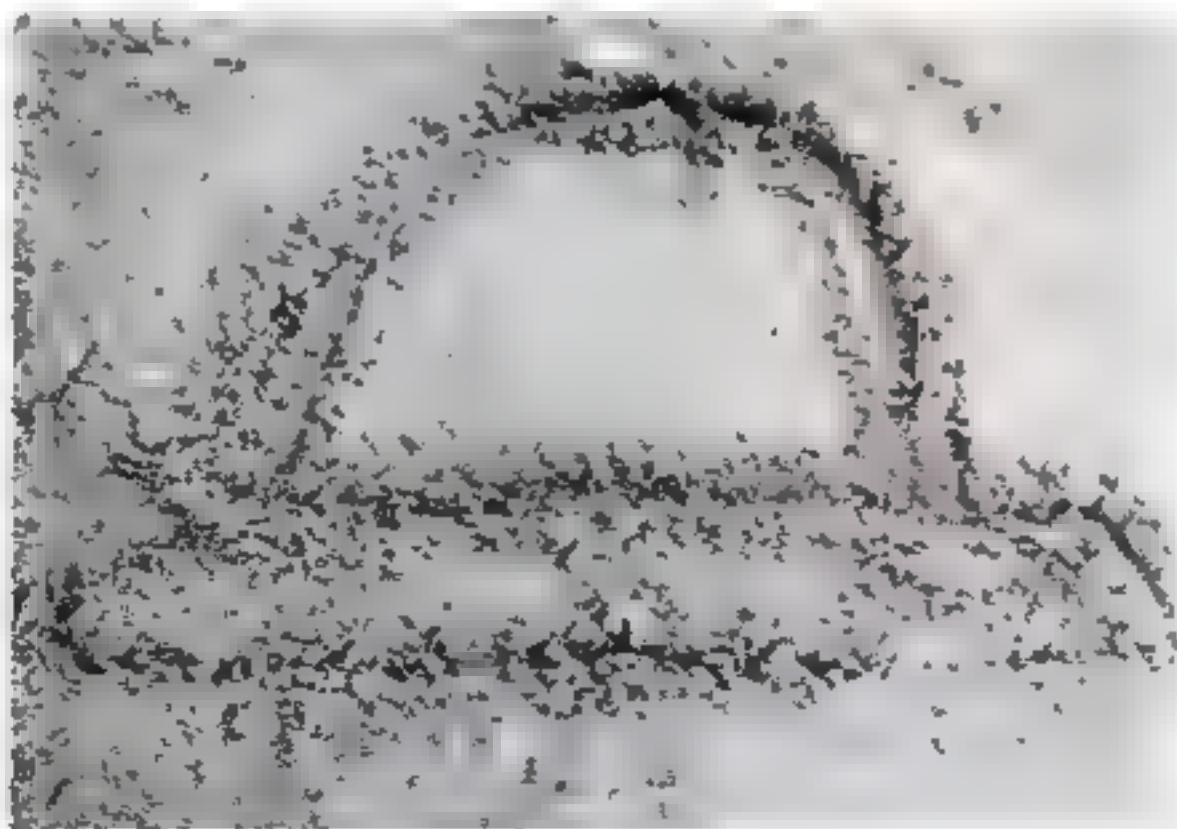
GLOBULAR SPACESHIP SKETCH (*right*) by Gregoire Odut depicts golden disk he saw zoom from Wassy after two-legged creature leaped out for hasty look.



BASKETBALL COURT NEAR TOULOUSE IS DRAWN ON BARN BY FRANCOIS PANERO (LEFT) AND JEAN OLIVIER



HATLIKE SPACESHIP SKETCH (right) was drawn in dirt by Jean Narcy to describe craft he says



landed in a field near Wassy. From it emerged a little whiskered man in fur coat and orange corset.



DESCRIBING SAUCER TAKE-OFF from field near Amiens, Yves de Gillaboz (left), Emile Renard point to sky where they saw "Martian machine" belching puffs of smoke as it vanished from sight.



SAUCER SCRATCHES on railroad tie were circled in chalk by Marius Dewilde of Quarouble who carries the tie home to preserve proof of the rust-colored flying contraption he saw land on tracks.

THROUGH TRAFFIC

Besides last week's visit from President Eisenhower, the city of New York has just received a tribute which seems to us to have a rather pleasant eloquence. For the second year in a row the American Automobile Association gave New York its award for the best pedestrian safety record of any U.S. city with more than one million population.

Cynics may claim that if New Yorkers enjoy superior safety it is only because they have developed superior agility at dodging, in a sort of Darwinian adaptation to living dangerously. Motorists also may claim that New York's traffic jams are becoming so impassable that nothing can get hurt because nothing moves. But we prefer to find another significance.

New York is one of the few U.S. cities of any size in which the pedestrian is still free to pedestrianize pretty much as he damn well pleases. In Washington as in Chicago, Los Angeles or Detroit, among others, if he walks against the red light a pedestrian may be arrested—and sometimes is. New York has no pedestrian laws. If a New Yorker wants to step off the curb and walk diagonally across Fifth Avenue's lethally broad streams of traffic, nobody stops him. He can disregard red lights if he feels like it, which he usually does, and if he has the nerve he may without hindrance slip between the bumpers, 10 inches apart, of two traffic-halted taxis.

Despite this scandalous freedom to risk one's life and limb, despite New York's marked lack of warning bells, flailing signs and shepherd-ing techniques, despite the disgraceful lack of regimentation, the New York pedestrian has more chances of staying alive than pedestrians in any other big, more authoritarian city. We think this shows that you can entrust ordinary human beings with the freedom to do as they please, and even that freedom is more beneficial than regimentation.

If any of our contemporaries in Eastern Europe want to copy this item, we hope they will feel free to copy. Comrades, feel free.

According to the Gallup polls, there is a clear national majority in this election for two things only: 1) Eisenhower, 2) the Democratic party. Yet if, as is so freely predicted, the Democrats win Congress, it will not mean that the people wish Eisenhower were a Democrat. It will mean only that the net sum of 472 separate elections adds up that way, with no national issues to serry or even relate them.

For instance, why is Delaware so close? Chiefly because the desegregation problem has made the Republican government of this half-Southern state look clumsier than usual. Why is Saltonstall in trouble in Massachusetts? Because to avoid worse trouble he is avoiding a stand on McCarthy in a state where that name arouses more passions than elsewhere. His opponent, Furcolo, has the equally tricky problem of winning Italian votes with his own name (which he spelled Furcolowe while at Yale) and Irish votes with his wife's. In Illinois a distinguished public servant, Paul Douglas, has so demagogued the unemployment issue, and his opponent Joe Meek has shaken so many hands, that the outcome may depend on whether the cops of Cook County think a candidate for sheriff has insulted their wives (see pp. 20, 21). In New Jersey the headline issue is whether Clifford Case is kind enough, or too kind, to his sister. In Kentucky the ex-Veeep has made his own virility the issue. (In California, on the other hand, the Jimmy Roosevelt variant of this issue seems to have gone by the board.) The bingo laws are a big issue in several states; and everywhere party lines are crisscrossed for local non-party reasons, good or bad. In Ohio two Scripps-Howard papers are supporting Bender while the third is for Burke. Who can make national sense of all this?

Nationally, the Republicans have as good a two-year record to stand on as any party could ask for, as well as the best-liked President in years; yet they seem unable to turn either into votes. The Democrats have established no general case against the Administration, yet they seem to be canalizing some nameless dissatisfaction all the same.

Some Republicans blame themselves for poor salesmanship of a good product. It is true that Eisenhower's political advisers have not been very adroit. They kept changing their minds about his own proper role in the campaign and about whether and how to revive the '52 issues of Trumanism and subversion. Yet poor salesmanship is not the whole story. The Republicans have a good product all right; but to pursue the Madison Avenue figure, its package is wrong.

Its package is wrong because the Republican party still exudes a minority atmosphere. Except for Ike and a handful of others, its spokesmen give the impression of being too scared, too mad, too cold or too small to

represent so great a country. The party has lost one towering figure—Robert A. Taft—who lent it an atmosphere of intellect and integrity. No new sources of good atmosphere have emerged in Congress except Senator Watkins, and he had all he could do to regain the ground lost by the McCarthy-Army hearings—themselves an exhibition not only of the party's number one handicap but of the second-rate character of his colleagues. Thus there are really two things wrong with the Republican party. One is that there are too many Democrats for its health. The other is its failure, in Roscoe Drummond's words, "to find and to present to the voters a sufficient number of absolutely first-class candidates."

But if that is what's wrong, and its record and policies are right, then the Republican party (and with it the two-party system) can have a great future as well as a great past. And the independent voter can help bring that future nearer, even in this less than inspiring election, in two ways.

First, where top-notch Republicans are on the ballot, the independent owes them his support in order to improve the ratio of votes to quality in American elections generally and among Republicans in particular. Examples of top-drawer Republicans who need and deserve more independent support are Case in New Jersey, Cooper in Kentucky, Ives in New York and Ferguson in Michigan.

Second, the independent can reject false issues, of which this campaign offers a complete set. One false issue that may swing several congressional seats was presented last week by Eddie Cantor, who published a full-page bleat in the *New York Times* against Dulles' policy toward Israel, obviously aimed at the Zionist-influenced vote. Fair-minded students of Dulles' foreign policy know that instead of being anti-Israel, he has done far more than his predecessors ever did to lay a basis for peace between Israel and its Arab neighbors.

Another false issue is the slogan "Vote for a job. Vote Democratic." The Republican answer may not be effectual but it is true: there are a lot more jobs in the country today than when Truman left office, and a lot fewer unemployed than he thought tolerable before the Korean war. If unemployment is an issue, it isn't one between Republicans and Democrats. In fact, there are no national party issues in this election except the Republican party's excellent record, its inferior personality and its potentially great future.

The President wants a Republican Congress for the sake of his program—a proposition with which the independent voter may or may not agree. But he can surely agree that a *better* Republican party will be good for the President, his program and the whole country.



Why are kids so crazy about Franco-American Spaghetti?

MOTHERS tell us that when there's Franco-American Spaghetti for dinner, the youngsters can hardly wait to begin eating. Many kids (grownups, too) like it better than the homemade kind.

That's partly because Franco-American Spaghetti is such *fun* to eat. And partly because its rich tomato sauce has a flavor that kids just adore. If they had their way, they'd put it on the family menu at least two or three times a week.

If your children feel this way, there's a splendid reason for encouraging them. Franco-American Spaghetti is a wonderfully *nutritious* food.

For instance, did you know that a serving of Franco-American Spaghetti actually contains more body building protein than a farm-fresh egg? And that it's loaded with *energy* which all your family must have every day?

The ingredients that go into delicious

Franco-American Spaghetti are chosen as carefully as you would pick them yourself. Round, red, vine-ripened tomatoes, grown by the fussiest gardeners you ever saw. Shelf-cured Cheddar cheese with an irresistible flavor.

On top of all that, Franco-American Spaghetti is *easy* to prepare and it *costs less than 8 cents a serving*. Is it the most popular Spaghetti of all? It is—and we think that just about tells the story.



For the Navy, General Electric
is now developing new...

TORPEDOES WITH BRAINS

**New underwater "hunters" can seek out,
destroy enemy subs to help keep seas safe
for American men and ships**

"Hunter" torpedoes which can track down and destroy attacking enemy submarines with more than human precision are being developed by the United States Navy and General Electric.

Designed to protect American men and ships in case of war and guard our 12,101-mile shoreline in time of peace, these "torpedoes with brains" are typical of the amazing new defensive devices being studied and perfected by a corps of Navy technicians and G-E engineers.

Two of the most advanced torpedoes are shown at the right. These intricate devices are designed to seek out enemy submarines, follow their maneuvers, and "home in" on the target at the proper moment. Even decoy targets released by enemy subs will not throw these torpedoes off the track.

In Navy and General Electric laboratories, other remarkable underwater devices, too secret to be shown, are being studied and perfected.

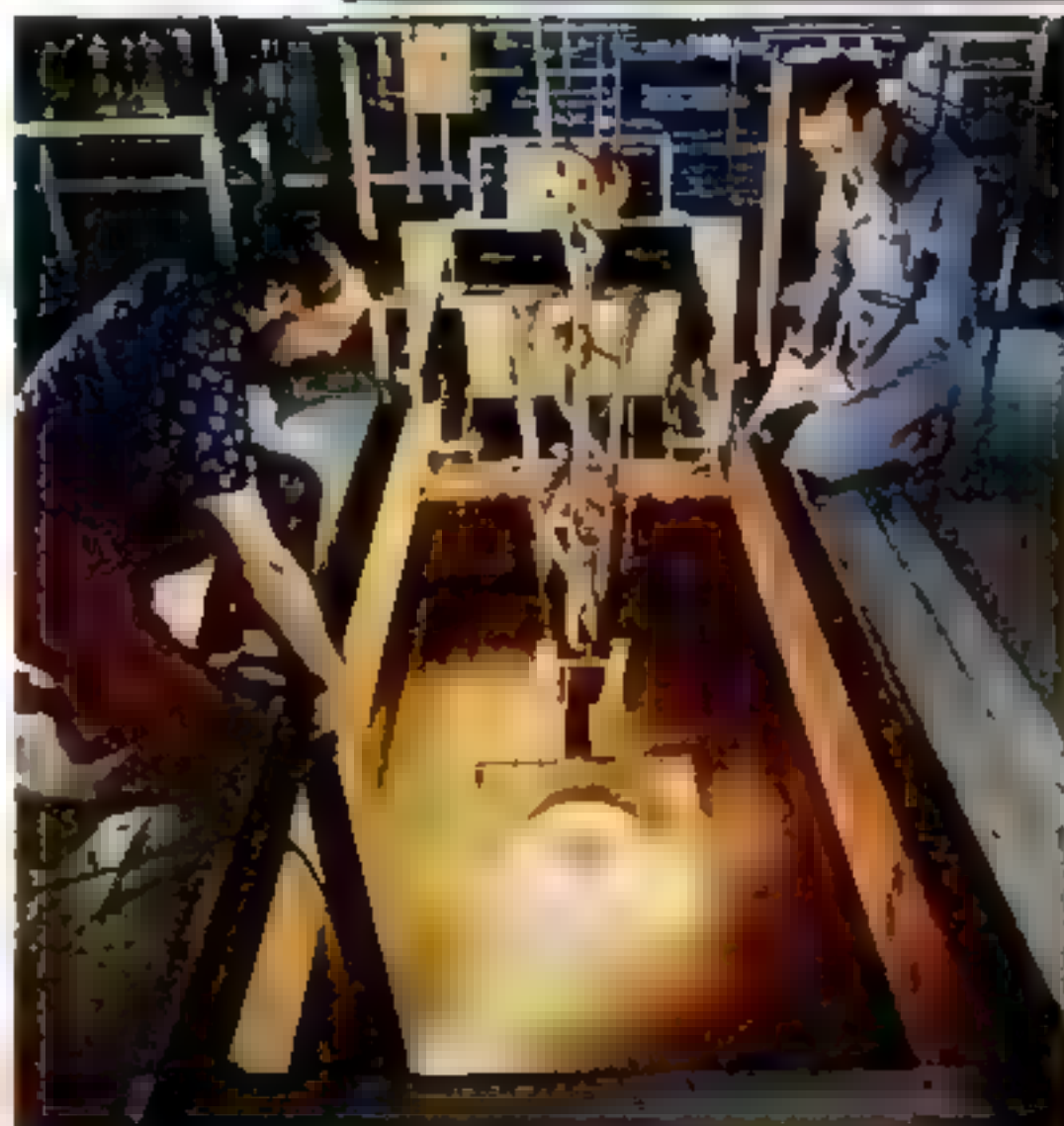
These torpedoes are only two examples of the ways in which the U. S. Navy and General Electric are combining talent, research, and advanced ideas to help strengthen America's defense. Intricate devices such as "hunter" torpedoes are the result of years of engineering and scientific cooperation between industry and our armed services.

This cooperation helps assure America of the best possible tools for defense . . . and the most protection for the taxpayers' defense dollars. *General Electric Company, Schenectady 5, N. Y.*

221-2

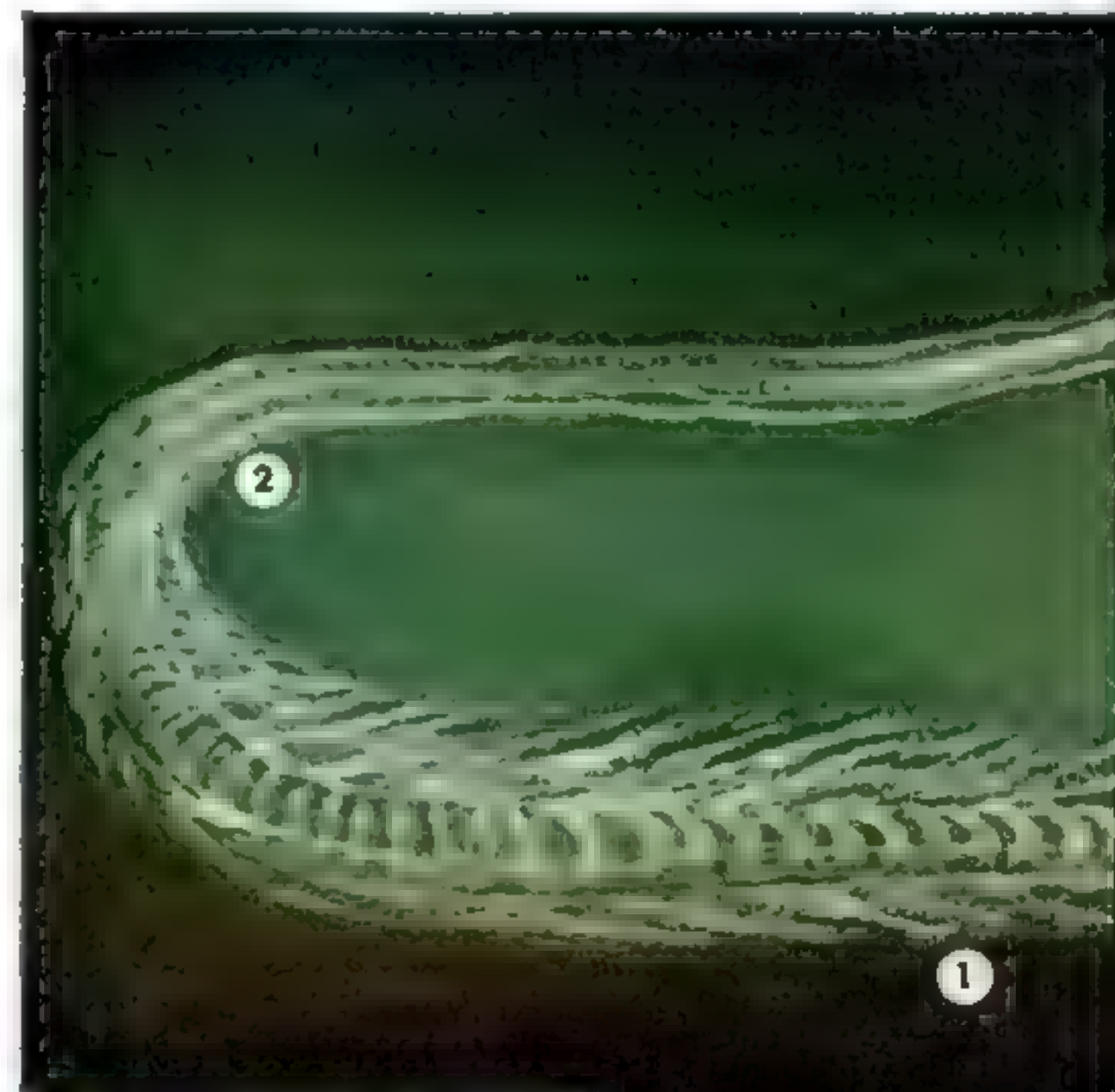
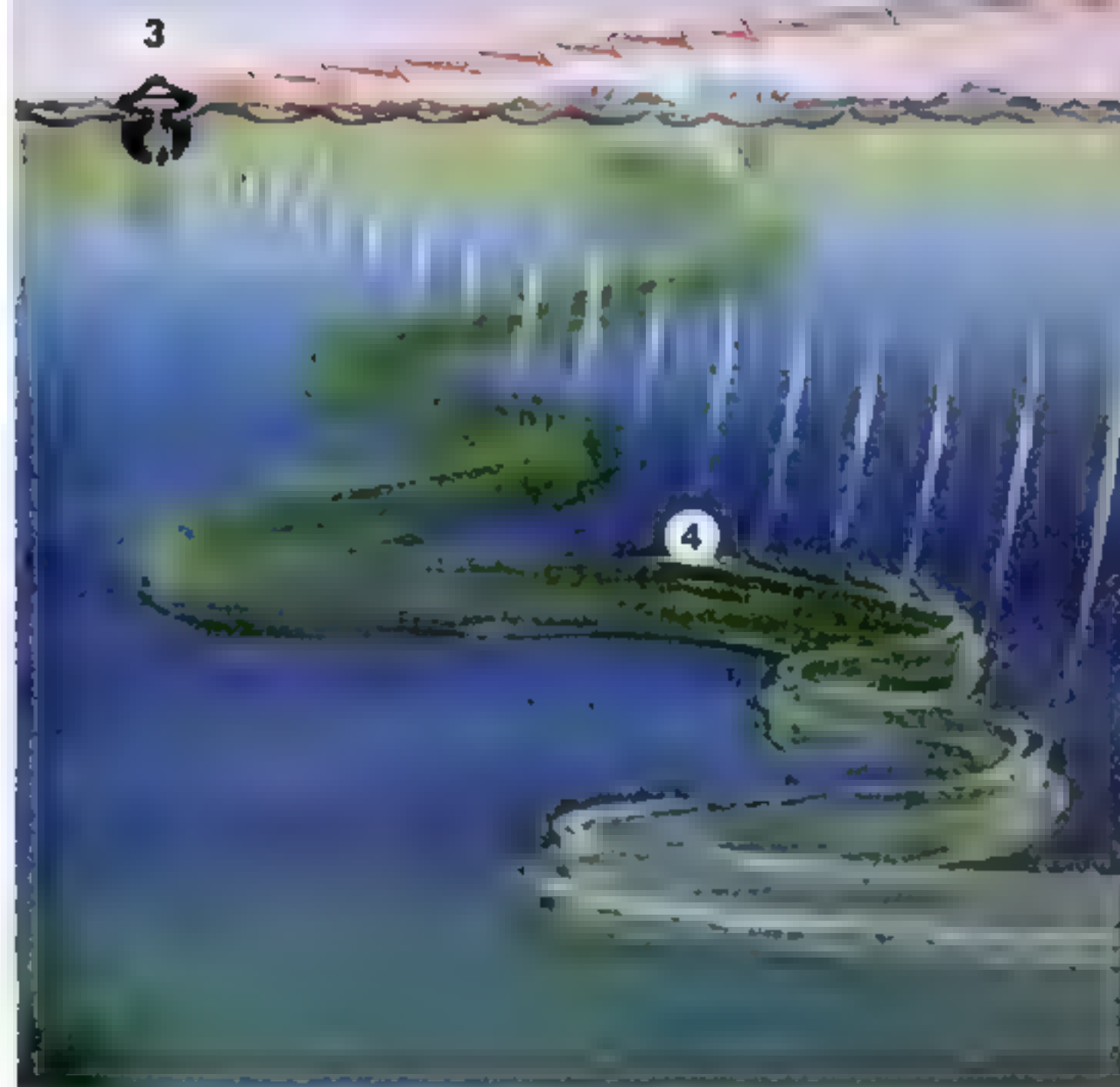
ENGINEERS General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Service Department, Section B, Schenectady 5, N. Y.

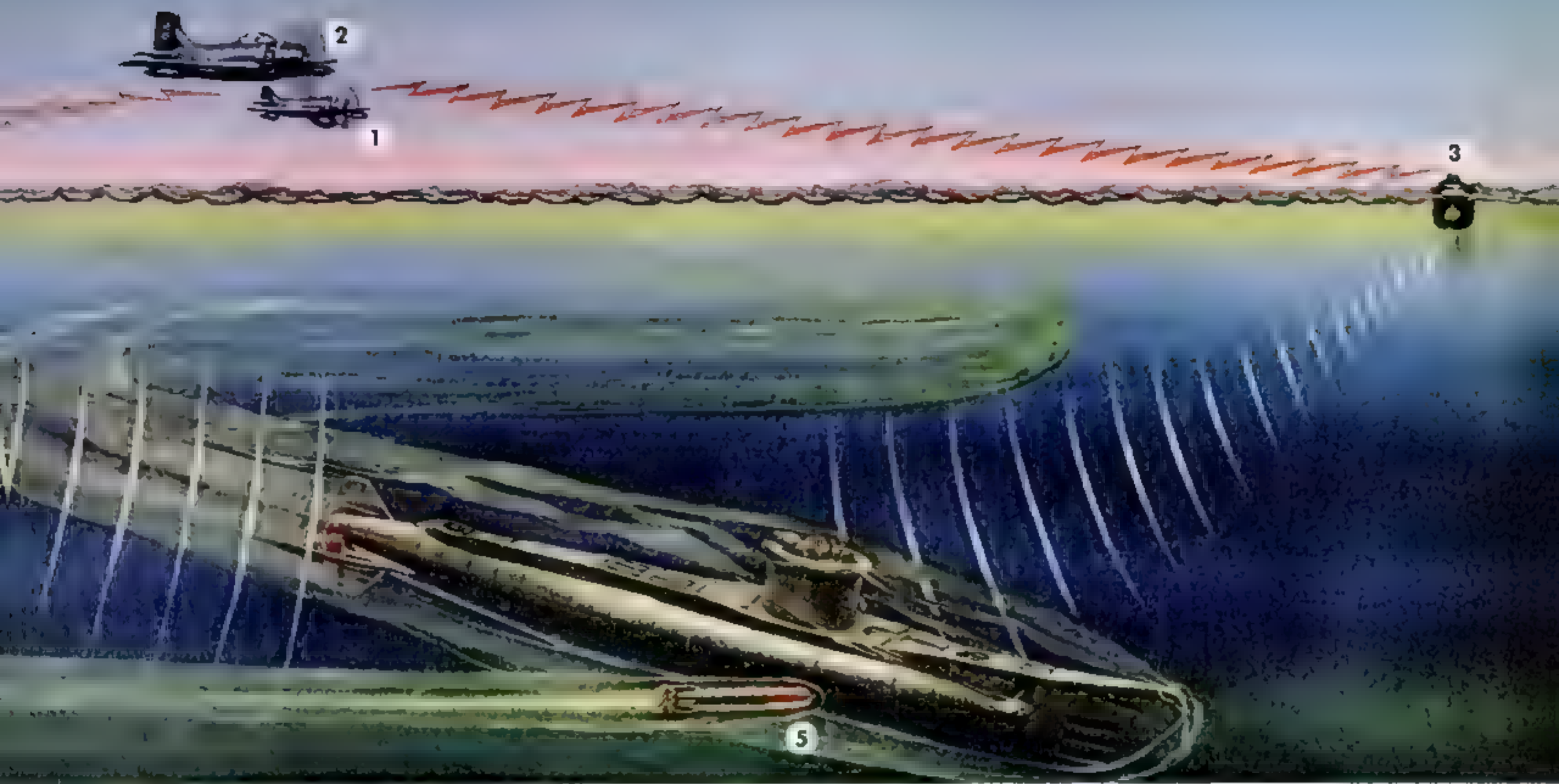
COOPERATION between G.E. and Navy has resulted in better defense equipment for the country. Here Navy commander checks torpedo component with G-E specialist.



THOROUGH TESTING of intricate parts, as in this water bath, helps insure reliability of defense equipment. The Navy also gives new equipment severe tests before it is accepted for use.

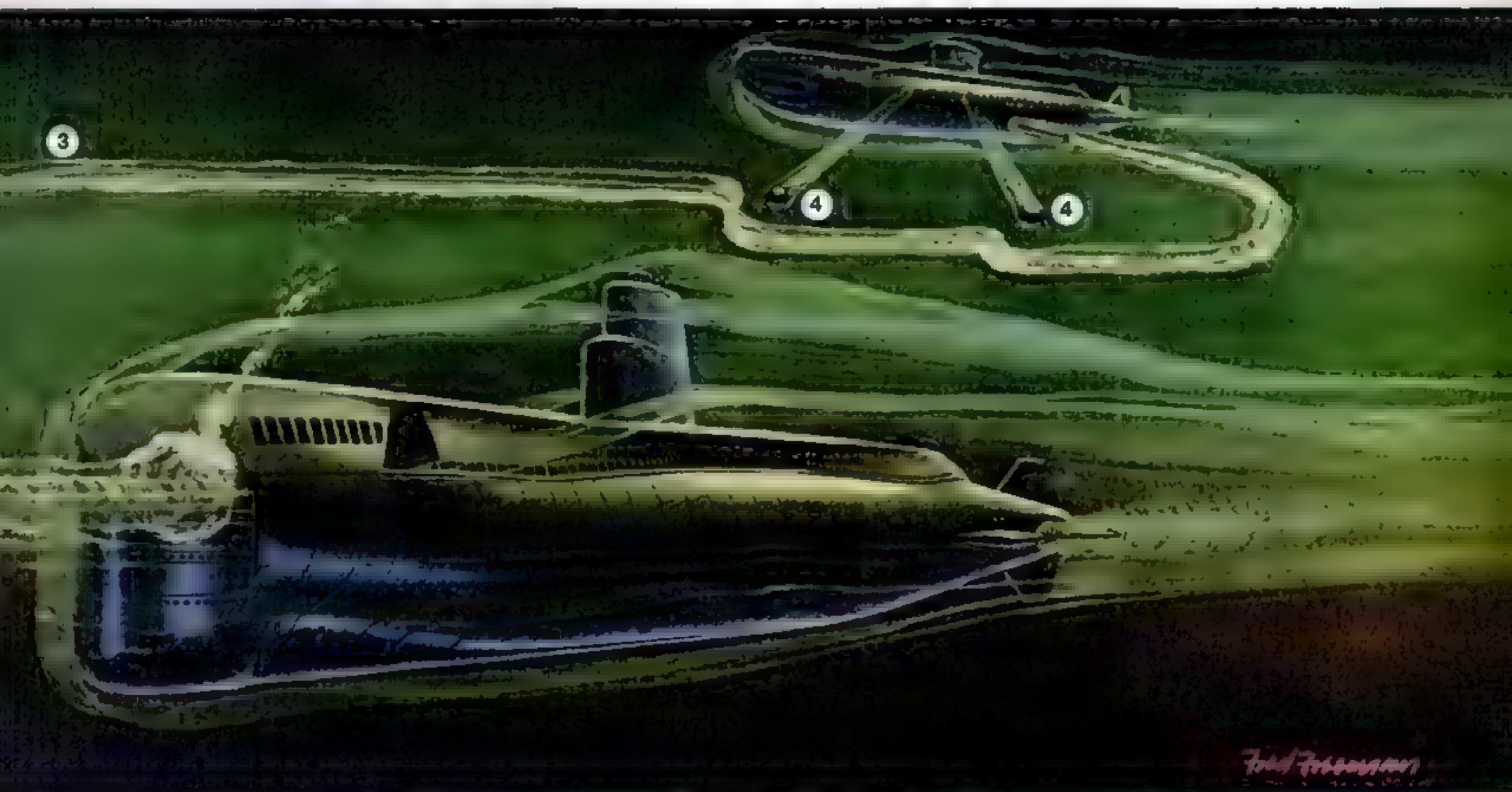
DEDICATED TO
AMERICA'S DEFENSE





AIR TO SUB HUNT begins with radar equipped search plane (1) guiding tagging torpedo plane (2) to area where sub's presence is suspected. After either plane drops listening boxes (3), which

radio back the sub's position, the torpedo is dropped. Torpedo dives down, starts on search course (4). Detecting enemy submarine, it straightens out and rapidly homes in on target (5).



SUB TO SUB HUNT starts as Navy craft fires torpedo (1) which makes circular path (2) in general direction of enemy sub which has started evasive action. The torpedo starts its

search course (3), inspects decoys (4) sent out by the enemy submarine, but avoids them and closes in on the target. If it should miss the submarine, it can circle back for another try.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



Between now...and then

There's a special significance in the four red roses between the autumn leaves and the Christmas wreath.

It's a reminder that—between now and the holidays—you ought to “sample” Four Roses...to find out why it's the whiskey most men would rather get for

Christmas. And the sooner you sample it the better!

So, why not try Four Roses today? Discover for yourself the distinctive flavor that makes it America's favorite gift whiskey...and makes you sure it will be most heartily welcomed.

The one thing you can't get (or give) in any other whiskey
is the flavor of **FOUR ROSES**

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED WHISKEY.
86 8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



WET MOOSE ON THE LOOSE

Scared beast meets scared cameraman

A lone Maine moose somehow got swept over a 75-foot waterfall last week and went floating down the Androscoggin River. He climbed out at the town of Auburn, took a good look around, then got back in the river again and swam across to Lewiston. There he got stuck in a canal but was helped out by a couple of friendly cops. Next the moose ran into Photographer George Wardwell of the Lewiston Sun. The moose galloped around one side of a local textile mill, Wardwell galloped around the other side. When they met, Wardwell got one hurried shot of the startled creature (*below*) and fled. The moose went back into the river and swam back to the woods.



IN CANAL moose looks around for place to land. Policemen hauled him ashore with rope thrown over his antlers.

WITH CASCADE OF WATER POURING FROM BACK, MOOSE COMES TO STARTLED HALT OUTSIDE TEXTILE MILL OFFICE



Head Cold Misery Get FAST RELIEF



YOU NEVER MISS WITH MISTOL

Mistol soothes irritated nasal passages, helps you breathe easier right away. When your nose feels stuffed due to a cold or allergy, get fast relief with Mistol. Get each of the family a bottle of Mistol for personal use. 37¢, 3 times as much in the economy size, 65¢.

Your
Best Choice
in Nasal
Medication

A FLOUGH PRODUCT



Regular or Ephedrine Formula

BEST Aspirin Relief
Money Can Buy!
100 TABLET BOTTLE 49¢



SEA QUEEN



Fashion Inspired
Underwater Beauty

Certified Waterproof* watch
you never pamper.
17 ruby-jewel movement. Shock-Dust
Resistant. Sold and serviced in 85 countries
by jeweler-craftsmen who honor
the Nivada Grenchen guarantee. \$54.45
F.T.D.

**CROTON
NIVADA GRENCHEN**

For name of your friendly neighbor—the jeweler, write:
Croton Nivada Grenchen, 404 Fourth Ave., N. Y., 16, N. Y.

Best for honeys like you—
ever since
Mother was
a baby, too!



Asleep now, but soon his growing appetite will be demanding attention. He craves variety... and gets it from the four different-tasting Pablum cereals... so easy to digest... high in nutritional values so important right up through his third year.



No one knows better than your doctor the many problems mother faces in keeping baby strong and healthy. Visit him regularly with baby. And remember, too, the importance of feeding baby a cereal prepared just for him. Pablum cereals are the products of a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults.

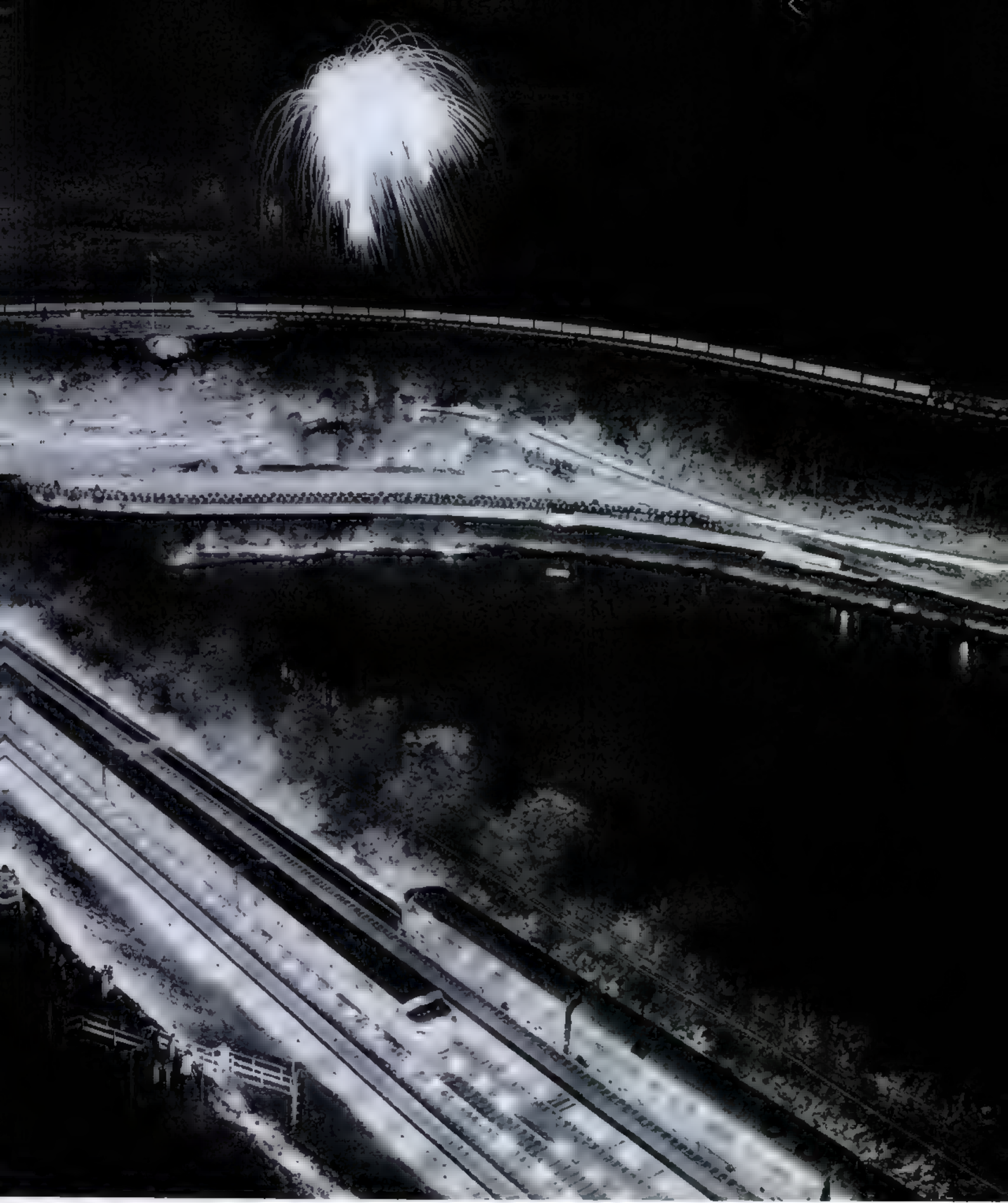


4 varieties at your druggists or grocer's

Pablum® is the original pre-cooked cereal made only by Mead Johnson & Company, world famous for nutritional and pharmaceutical products.



HORSESHOE CENTENARY



The most famous railroad curve in the U.S. celebrated the 100th anniversary of its opening last week by sitting for a spectacular nighttime portrait. As three trains looped the half-mile-long Horseshoe Curve of the Pennsylvania Railroad at the reservoir near Altoona, Pa., a blinding light burst

from 6,000 flashbulbs. Set up by Sylvania Electric Products Inc., this photograph required six weeks of preparation and 31 miles of wire leading to a control center which fired the bulbs simultaneously. They illuminated two million square feet and produced the biggest flash picture ever taken.

LIFE ON THE NEWSFRONTS OF THE WORLD

British learn why their Comets crashed, Captain Video drops in and U.S. doctors get a Nobel Prize

One of the most exhaustive aircraft autopsies in history neared completion last week as British experts presented the results of their investigation into the crashes of two passenger-carrying Comets in the Mediterranean. Dredging the bottom of the sea, the British Navy had recovered three-quarters of one of the planes. Painstakingly reconstructing it, they discovered from the way some parts were deformed that the disaster began with an almost instantaneous upward force of air generated within the cabin. Apparently a ceiling panel had weakened and blown outward at high altitude. The violent rush of air from the pressurized cabin had been so swift that passengers were carried with it and the plane had collapsed and disintegrated. Tests on a grounded Comet, using water pressure, revealed a similar defect.

The Dixon-Yates combine, which the Administration has contracted to build private power for the TVA, was under fire. Testifying before the Senate anti-monopoly subcommittee, Arthur McLean, an Arkansas banker, accused the Arkansas Power and Light Co., a subsidiary, of practicing bribery and playing politics. Then ex-governor Sidney McMath said A.P.&L. "only pays lip service to the free enterprise principle." A.P.&L. announced it was filing a \$2 million suit against McLean for "slandorous statements."

The Reichstag burns again

When Germany's historic Reichstag building was set on fire by sabotage in 1933, the Nazis, who probably started the fire, made decisive political capital of it by claiming it was the work of Communist terrorists. But the old building and its stately dome withstood both the Nazis and the wartime bombings, which denuded the steel structure. Last week the dome was deliberately fired again, this time by German workmen. Fifteen thermite charges were ignited to melt through the girders and topple the already tottering structure between the building's unused walls. But again, even after this fire, the dome still stood.



THE REICHSTAG'S HISTORIC DOME RESISTED NAZI FIRE IN 1933 AND WORKERS' CHARGES IN 1954



SENATORS WATCH "RADIO PATROL" AS A GRIM-FACED SMUGGLER BEARS DOWN ON HIS VICTIM

In a darkened room the Senate subcommittee on juvenile delinquency sat through such thrillers as Hopalong Cassidy, The Crimson Ghost and River Patrol (above) to determine what effect TV violence has on children. The senators heard a parade of witnesses. Captain Video, Actor Al Hodge, dropped into town and testified killing was suppressed on his program. Villains were just knocked out. During the questioning, Chairman Robert Hendrickson respectfully addressed the witness as "Captain."



JIGGS AND CREATOR, GEORGE McMANUS

In 1911 George McManus created his lovable character Jiggs, who strangely resembled him. For 43 years he chronicled Jiggs's tussles with his wife Maggie and his escapes to visit the boys at Dinty Moore's. Last week the association ended. Ill with hepatitis, at 70, George McManus died.



Benson on 'the whole truth'

Secretary of Agriculture Benson, speaking at Brigham Young University in Utah, had a few words to say about national nearsightedness. "There is no one political candidate . . . who dares to tell the whole truth. . . . Because the truth is: work or perish, and that is not an inviting campaign promise. The businessman wants federal spending overseas to create a bull market, but is unwilling to pay increased taxes to support the spending. The worker builds tanks, prays for the men who run them and then goes on strike for higher wages. The trouble is that all of us want to buy wholesale and sell retail."

From now on there will be no boxing among Communists in Indiana. The State Athletic Commission announced that henceforth boxers would have to take a non-Communist oath before fighting, and would face the question: "Are you or have you ever been a member of the Communist Party?"

Diplomats refuse to be tabled

In Moscow, members of the diplomatic corps received invitations from Burma's Ambassador Ohn which read: "Hope you will be able to dine with me informally on the 18th of October." As guests began to arrive it was quickly apparent that Ohn had indiscriminately invited not only Western diplomats but also those of Communist China and East Germany. Affronted by the unexpected encounter, the U.S., British, French, Dutch, Norwegian, Canadian and Greek ambassadors immediately walked out. They could not tell whether Ambassador Ohn had attempted a surprise conciliation, or had been just plain careless.

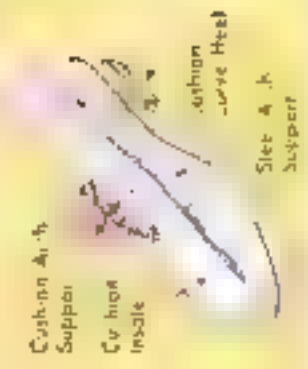
The Nobel Prize for medicine was awarded to John Enders and Thomas Weller of Harvard, Frederick Robbins of Western Reserve. The prize was given for finding a new way to grow polio virus. This in turn made possible polio vaccine in quantity.



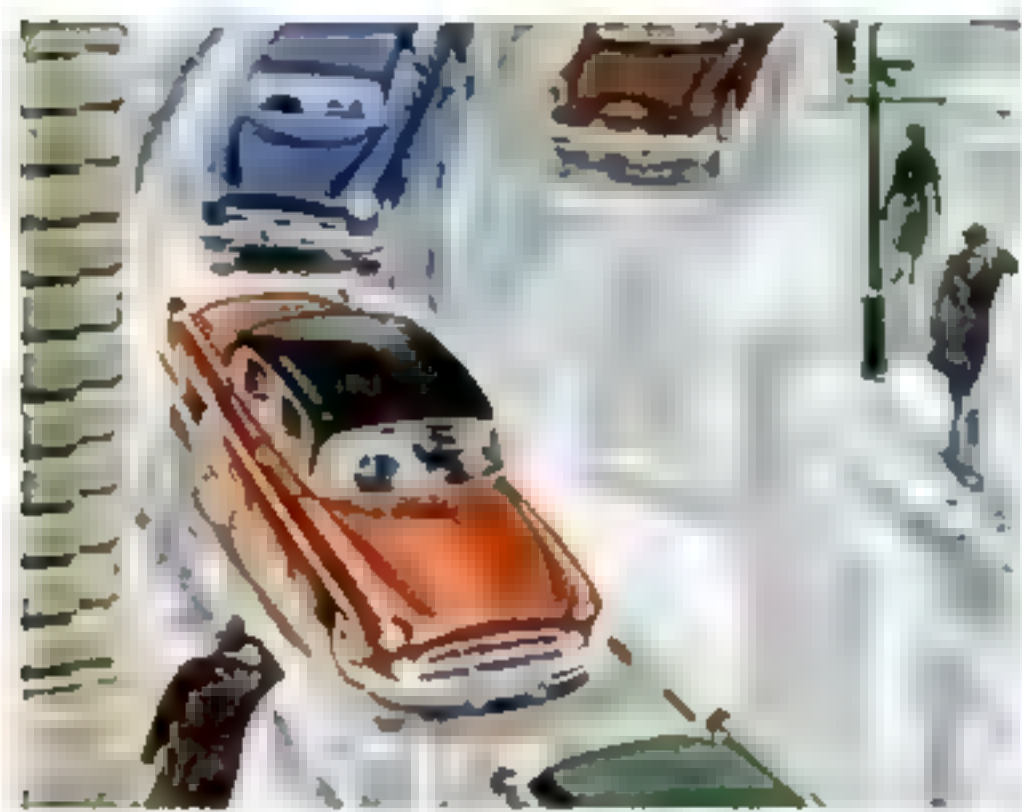
Three of a large group of new JARMAN-AIRE DELUXE styles for fall and winter. Left No 570. Center No 5173. Right No 5780. All three also in black. Jarman shoes, famous for "friendliness of fit," are \$9.95 to \$18.95 most styles. JARMAN SHOE COMPANY, Nashville, Tenn., Div. of General Shoe Corporation

**There are no other shoes
in the world like these...**

They are designed and skillfully crafted to give you more comfort and more satisfaction than any shoes you've ever owned. From the new "cushion curve" rubber heel to the premium calf-skin upper leather these are truly shoes that win "first prize in any company." With handsome styling by America's top designers here is the closest approach to the "perfect" shoe the new Jarman Aire Deluxe. Now featured by your Jarman dealer. Try a pair, today.



For Super-Traction and Extra Equip Your Car with *New All-Season.*



GREATER GRIPPING ON ICE

The new Firestone Town and Country Tire has an exclusive tread which contains many thousands of almost invisible Traction Grips. This tread is wider and flatter, so that more of these Traction Grips are continuously in contact with the road. In addition, the big, tough, over-lapping traction blocks have thousands of sharp-edged angles and they are designed to resist side-skidding. This exclusive combination of features cannot be found in any other tire.



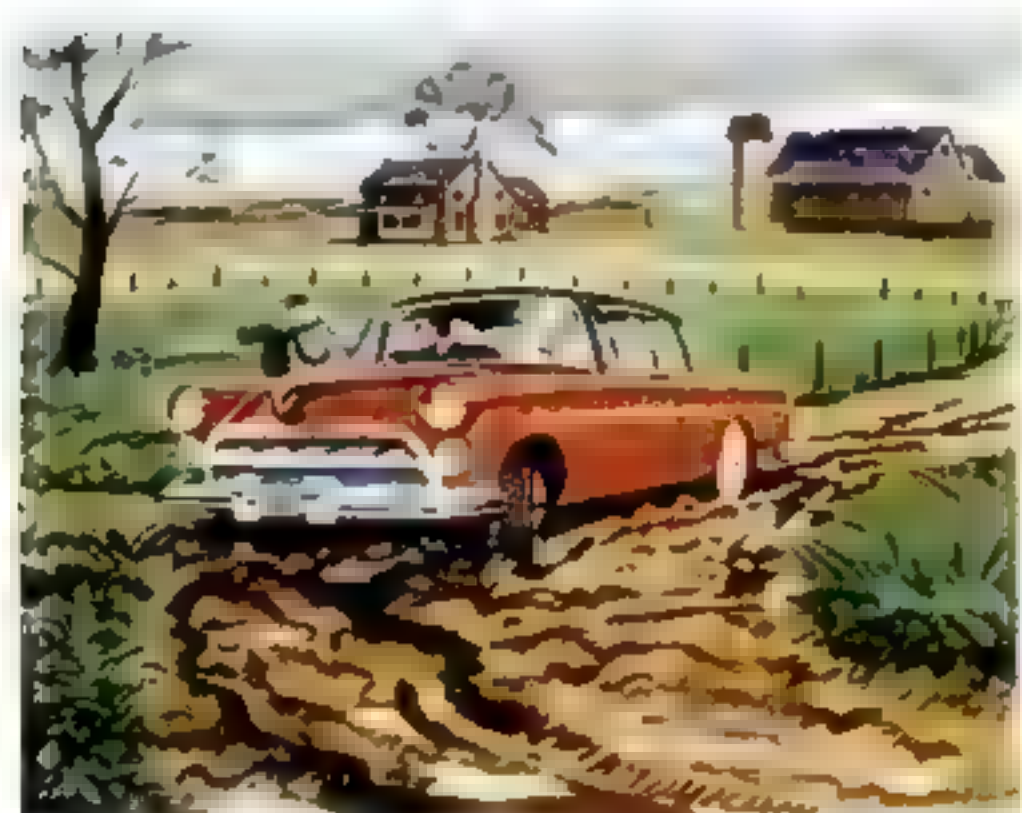
BETTER TRACTION IN SNOW

When the snow is deep and soft and the going is tough, the exclusive tread of the Firestone Town and Country Tire, with its thousands of sharp traction edges, penetrates and bites into the snow to give you super-traction. The spaces between the traction blocks are wide and deep . . . as the wheels of your car revolve, centrifugal force throws the snow out of these spaces with a self-cleaning action, keeping the spaces from filling up or packing down with snow.



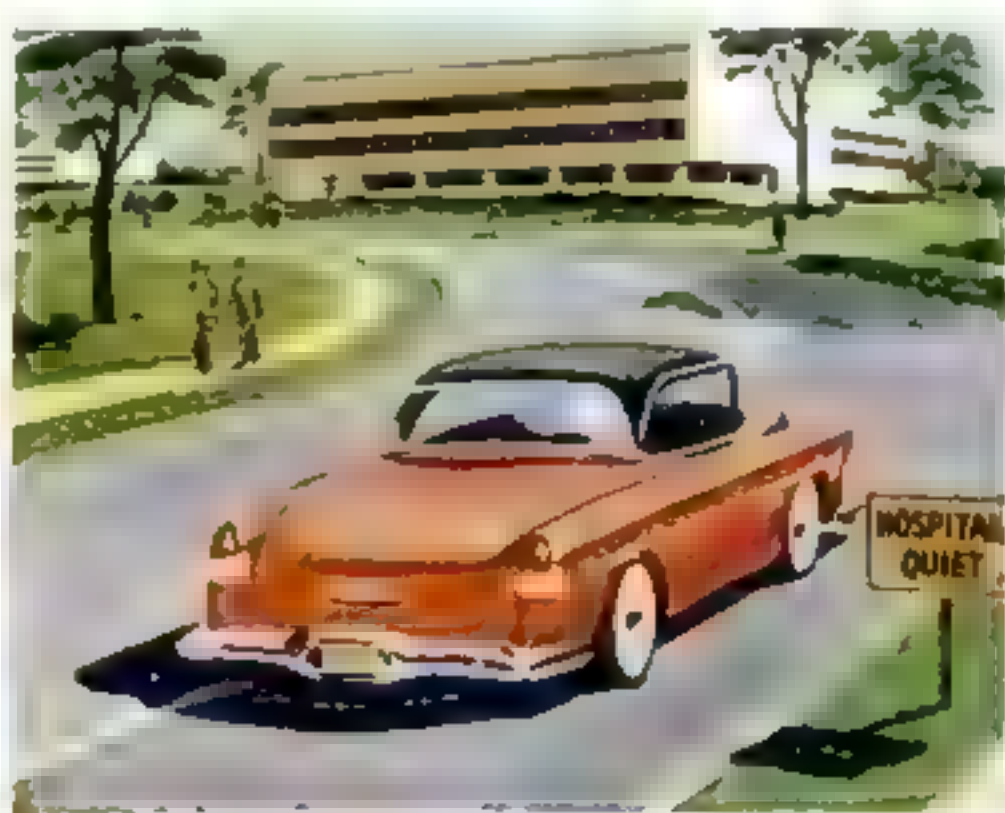
EXTRA SAFETY IN RAIN

Most bad skids occur on wet pavement. Drivers usually are cautious on ice or in snow, but use less care in rain. However, even at normal speeds, the exclusive tread design of the new Firestone Town and Country Tire enables you to come to a safe, sure, straight-line stop on wet pavement without dangerous skidding or side-slipping, because of the thousands of tiny Traction Grips in the tread, the thousands of sharp traction edges and the wider, flatter shape of the tread.



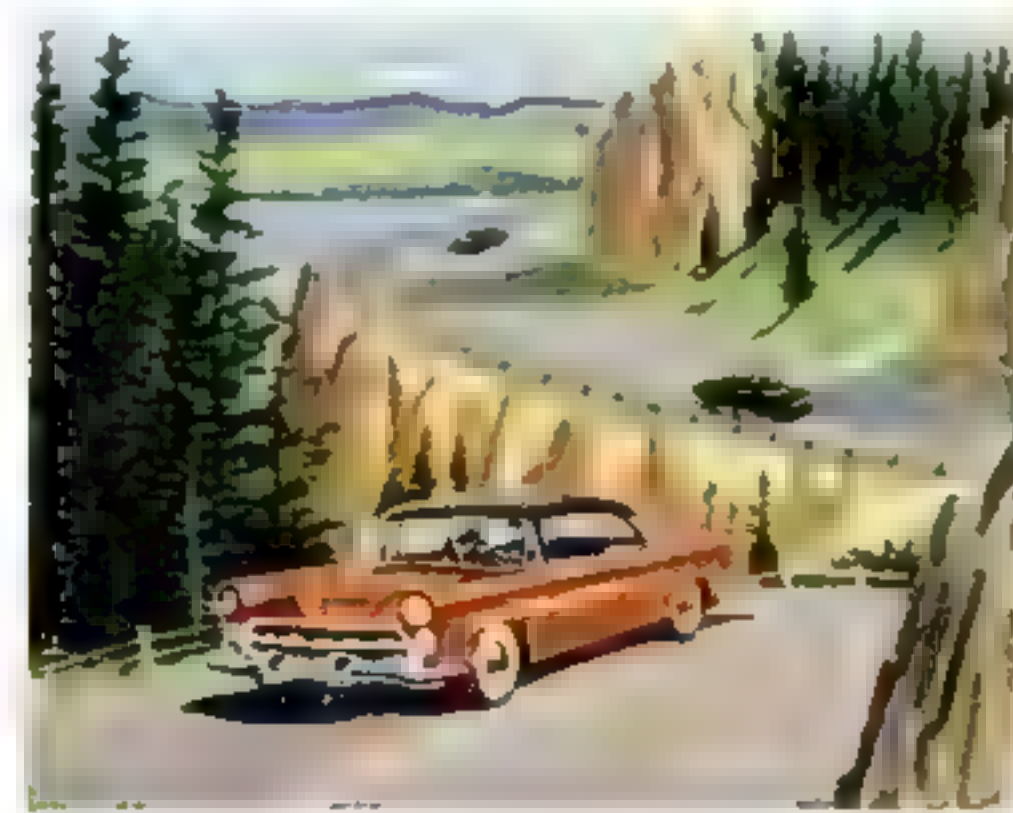
MORE TRACTION IN MUD

The wider, deeper, flatter tread with its extra rugged shoulder elements enables you to pull out of deep mud when you have the new Firestone Town and Country Tires on your car. The sharp-edged traction blocks dig in and give you pulling power and the wide spaces between the traction blocks are scientifically-designed to eject mud as the tire revolves, a self-cleaning action which keeps the tire from balling up or becoming smooth from mud packing in the tread spaces.



SMOOTHER, QUIETER RIDE

The continuous tread design, with its over-lapping traction blocks, assures freedom from the excessive and annoying bumping, thumping and rumbling often found in other traction tires. Super-Balloon construction absorbs shocks and makes the new Firestone Town and Country the easiest riding traction tire made. This exclusive tread design also minimizes noise, preventing the irritating whine made by most winter tires on wet pavements.



LONGER, DEPENDABLE MILEAGE

The exclusive tread of the Firestone Town and Country Tire is continuous, has over-lapping traction blocks, and is made of rubber which is specially-compounded to give utmost resistance to wear. This is a most important feature, because in most parts of the country there are many days during the fall, winter and spring when roads are dry, causing most traction tires to wear down so quickly that they lose their traction effect and soon become dangerously smooth.

ANOTHER PROOF THAT YOUR SAFETY IS OUR

Enjoy the Voice of Firestone on radio and television every Monday evening over ABC

Safety on Ice, in Snow, in Rain, in Mud

Firestone *Town & Country*

THE TIRES THAT OUTPERFORM, OUTWEAR AND
RUN QUIETER THAN ANY OTHER TRACTION TIRE

NOW AT LAST you can get tires that give you the super-traction and extra safety you want and need for bad-weather driving without disadvantages of quick wear on dry pavements, irritating jiggling and bumping, and annoying whine and squeal usually found in traction tires.

Firestone Town and Country Tires are the FIRST and ONLY tires made with a scientifically-designed tread which not only assures safer driving on ice, in snow, in rain and in mud, but also runs smoothly and quietly and matches the mileage of conventional tires on dry roads. This is important . . . because in most parts of the country there are many days during the fall, winter and spring when streets and highways are dry and ordinary traction tires wear down quickly and lose their traction. But specially-compounded rubber and over-lapping elements in the Firestone Town and Country tread assure longer mileage.

So go to your nearby Firestone Dealer or Store and prepare for bad weather ahead by equipping your car with new all-season Firestone Town and Country Tires, the ONLY tires that give you comfortable riding, quiet operation and long mileage as well as super-traction and extra safety. You can buy them on convenient budget terms if you desire.



BUSINESS AT FIRESTONE



A BOY'S
FIRST BIRTHDAY IS
HIS MOTHER'S

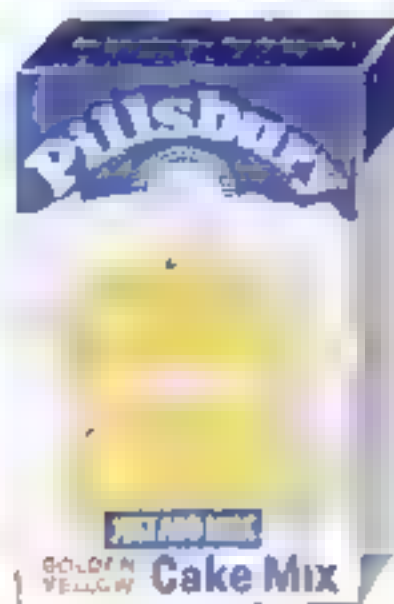
If you have the boy, we have the cake. Big, moist and tender cakes, the kind that are here today and gone tomorrow. Fortunately, of course, they're the most convenient of all cakes to make. Pillsbury, the leading cake mixes, the ones with the choice, country-fresh eggs right in the mix. Milk is all you add.



WHITE



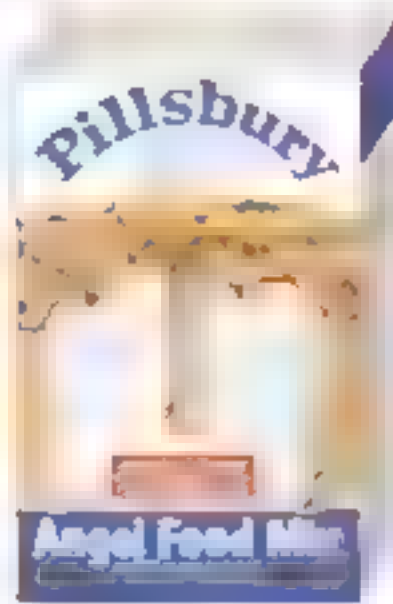
CHOCOLATE FUDGE



GOLDEN YELLOW



SPICE



P.S. Add water
to Angel Food

Pillsbury
CAKE
MIXES

(Now available in Canada, too!)

A BABY'S HEART IS MENDED

Operation joins mother's bloodstream to child

While surgeons and specialists swarmed about them, two unconscious figures lay stretched out on parallel tables in an operating room of a University of Minnesota hospital. One was 5-month-old Marsha Gilliam, who was born with a hole in her heart. The other was her mother, 32-year-old Mary Gilliam, literally giving her body over to her child, risking her life to save her daughter.

They were undergoing an operation which fulfills an old medical dream of allowing a surgeon to work with a clear view and at leisure inside a living heart. Developed by Dr. C. Walton Lillehei and three colleagues, Drs. Richard Varco, Morley Cohen and Herbert Warden, this

revolutionary technique blocks the heart off from the rest of the body, bypassing blood around it. The patient meanwhile is kept alive by circulating through his body the blood from another human being's bloodstream.

The hole in Marsha's heart which needed mending pierced one of the organ's inner partitions, letting blood leak from chamber to chamber instead of flowing through her body. In the operating room surgeons joined the bloodstreams of mother and child into a common current. Then Dr. Lillehei leaned over Marsha and, cutting into the still-beating heart, began the historic operation shown in Albert Fenn's photographs below and on the following pages.



BEFORE OPERATION Marsha Gilliam, here with mother, weighed only 12 pounds. Because of her heart condition her chances to live were small.

IN CROWDED OPERATING ROOM MARSHA LIES AT LEFT, HER BLOODSTREAM CONNECTED TO HER MOTHER'S (RIGHT). DR. LILLEHEI (LEFT) WEARS HEAD LAMP



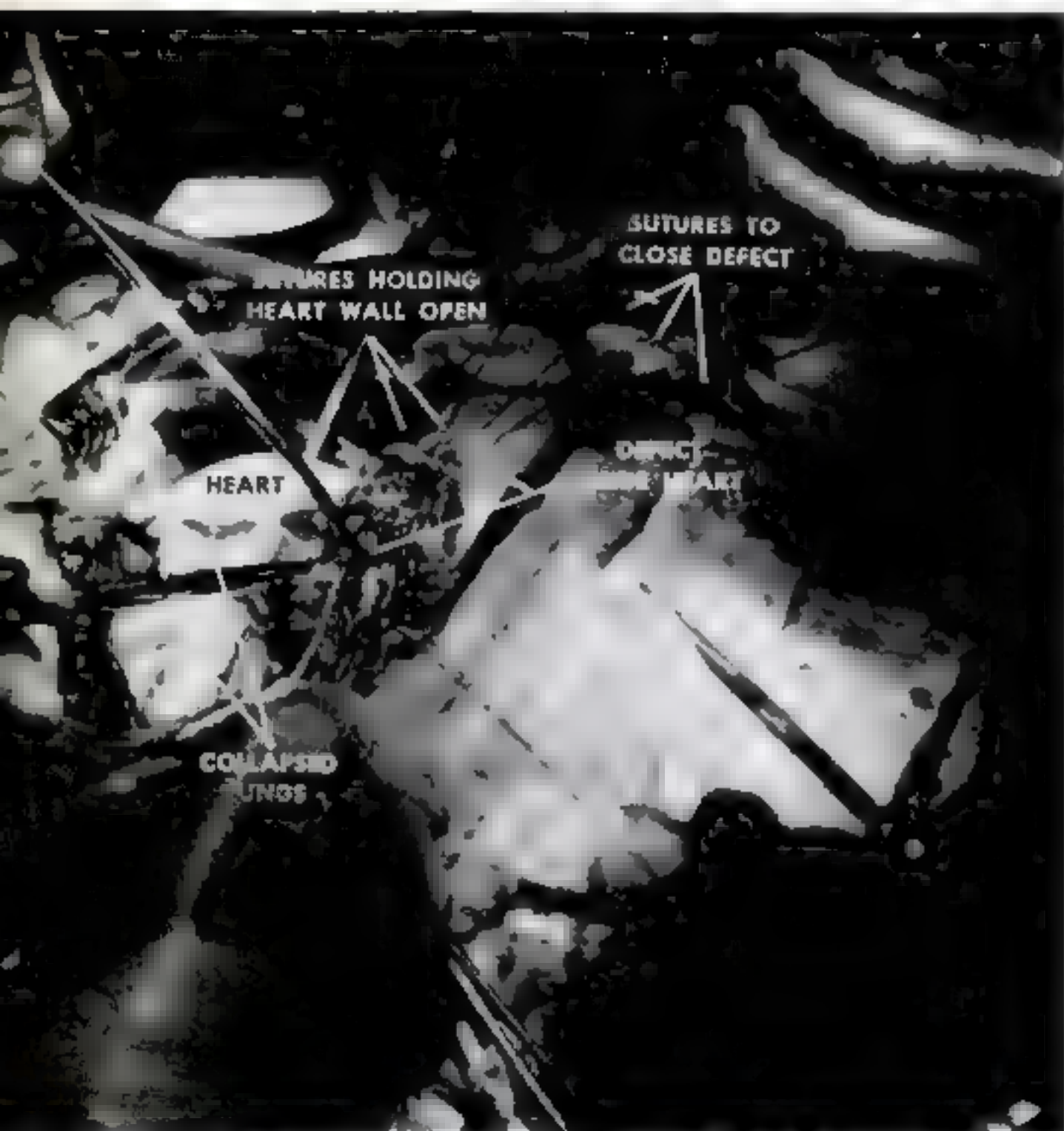
The living heart is cut open and repaired

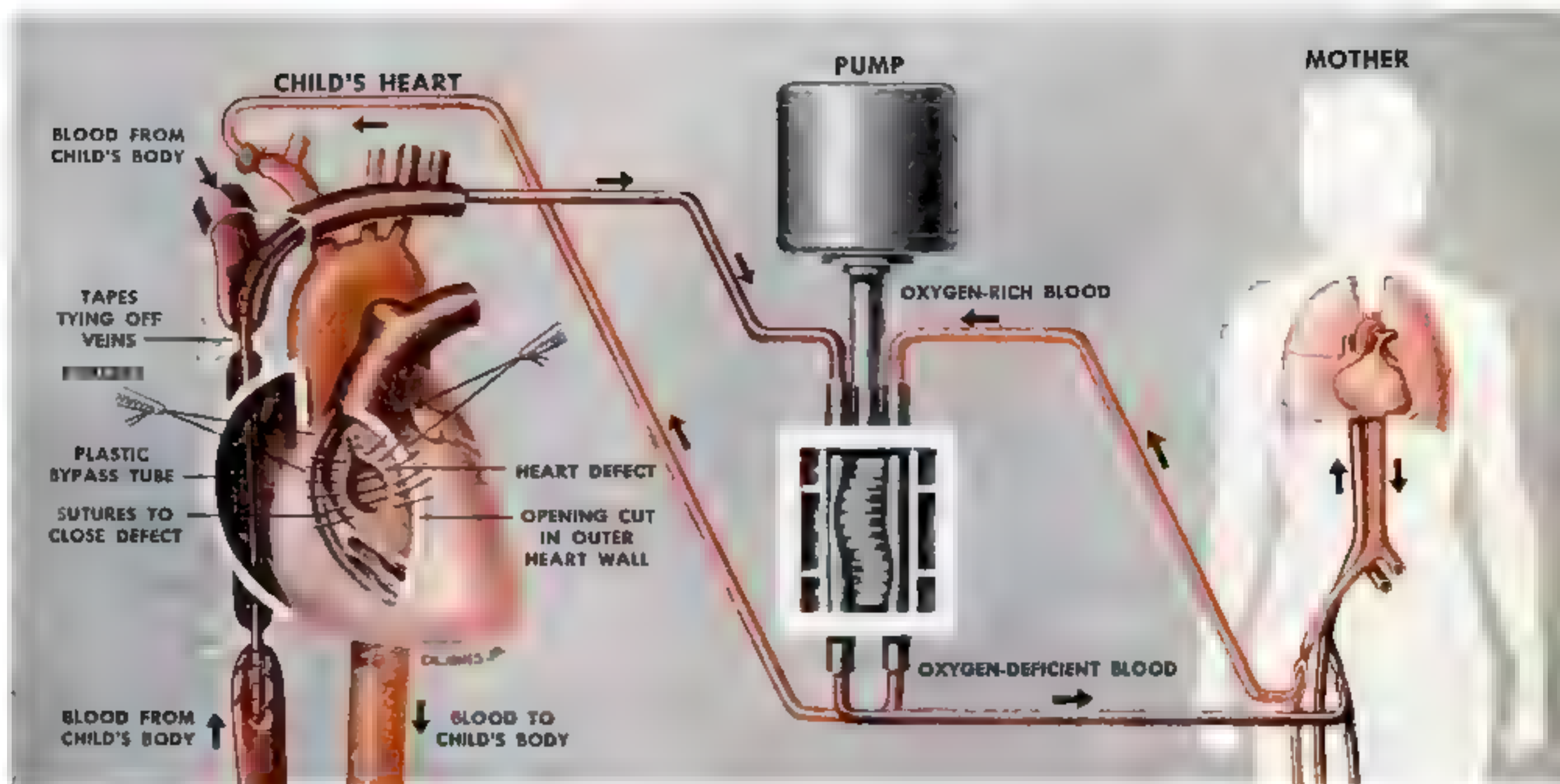


1 At beginning of Dr. Lillehei's new heart operation a slender, plastic tube is carefully inserted into one of the veins leading to the child's heart. Blood flows through this tube to a pump and from there into mother's body.

2 Surgical scissors (right) slip into now bloodless heart's outer wall while a probe is inserted to expose the inner chambers. Lungs, now not needed to oxygenate blood, are collapsed to give surgeon easier access to heart.

3 Closing the defect: sutures have been threaded through defect's rim. These will soon be drawn tight and knotted to seal the hole. Meanwhile, the outer wall of the heart is held open by forceps and by additional sutures.





HOW OPERATION IS DONE is shown in the drawing. Veins leading to patient's heart are tightly taped around plastic tube through which oxygen-deficient blood, bypassing the heart, flows to pump. Blood is pumped into vein in mother's thigh and so to

her lungs. Oxygen-rich blood taken from artery in mother's thigh then returns through pump to child's arteries. Wall of patient's heart is kept open with sutures held by forceps while defect is sewn shut. Outer wall is then stitched shut to complete operation.

MOTHER'S RISK SAVES A LIFE

During Dr. Lillehei's operation Marsha's heart and lungs were placed temporarily out of action. Their life-sustaining functions were taken over by a mechanical pump which became the baby's substitute heart, and her mother's lungs which took over for Marsha's. Once the cross circulation system was working, as shown in the drawing above, the actual operation on the heart was relatively simple and took less than 15 minutes. Throughout the operation it beat slowly on. In supplying Marsha with a steady flow of oxygen-rich blood, Mrs. Gilliam knew the danger involved. For if air had been trapped undetected in the flow of the connected bloodstreams it might have seriously injured her. But the operation was a success. Marsha for the first time had a chance to grow up into a healthy, active child.



SOLEMN HANDSHAKE is exchanged by Dr. Lillehei (right) and his colleague, Dr. Richard Varco, at the end of operation.



IN QUIET AFTERMATH, Dr. Lillehei, his surgeon's mask lowered, tapes a tube to Marsha to drain fluids from chest cavity.

Whitey Lockman

STAR FIRST BASEMAN,
WORLD'S CHAMPION N. Y. GIANTS, TELLS

The "Ideal" way to start a Double Play



1. "Hold runner on first. Move to fielding position on pitch. Be ready for ball hit in your direction."
2. "Get on that ball with both hands. (Get your hands on some Fitch Ideal too—for your hair!)"



3. "Regain balance before you throw to 2nd. An error and the manager will tear out his hair. (I keep mine neatly in place with the help of Ideal!)"
4. "Return quickly to first. Stretch for return throw to double up batter. Get your foot off the bag to avoid being spiked."



Try Whitey Lockman's "Ideal" way to groom your hair!

Use this amazing new, "no-grease" discovery! Keeps hair neater than goosy oils and creams—keeps hair and scalp cleaner, too!

Put Fitch Ideal into your grooming line-up! Ideal has triple-play action. (1) It keeps hair good-looking and neat all day! (2) Helps keep hair and scalp cleaner. Because it isn't oily, sticky or creamy, it won't trap dirt to clog scalp pores. (3) Fitch Ideal also relieves itching, acts to keep scalp free of flaky dandruff.

So steal a sign from Whitey Lockman. Get a bottle of Ideal from your drug store today. Ask your Barber for a professional treatment, too.

FITCH
Ideal®
HAIR TONIC



BABY'S HEART CONTINUED



HUSBANDLY SHAKE from Jim Gilliam fails to waken his wife. He could not serve as blood donor because his blood type did not match his daughter's.



WAN LOOK is Mrs. Gilliam's reward from Marsha day after operation. During future months the child will be weak and must be continually cared for.

New from NORGE

the most exciting
electric range
ever created!

**2 Automatic
Ovens...
2 Charcoil
Speed-
Broilers**

Over 5 cubic feet of
baking space in the
21" Master and 14"
Thrift Ovens!



1955 NORGE Electric Range

Division of Borg-Warner • Merchandise Mart, Chicago 58
Canada: Addison's Limited, Toronto
Export: Borg-Warner International, Chicago



TT's TERRIFIC
in the new chest stripe
tailored by

MCGREGOR

Styled in Italy, this is the fabulous TT Club—that superbly comfortable, elegantly casual shirt that electrified the fashion world. This TT is a luxuriously fine cotton with a rich satin-effect chest stripe. A host of colors, all washable. \$10.00

ALSO BOY-SIZED AND BOY-PRICED AT BETTER STORES EVERYWHERE,
OR WRITE MCGREGOR SPORTSWEAR, 303 FIFTH AVENUE, N.Y. 10

tastier coffee!



Yes, new Nescafé is actually an improvement over ground coffee . . . tastier, cup after cup! It's pure coffee, percolated as you make coffee at home. But Nescafé's scientific controls bring out the consistently fine flavor no home-brewed coffee can match!

Then an exclusive process instantly removes the water and transforms this perfect coffee into gems of Nescafé. Just replace the water, you've got delicious coffee. Nescafé costs much less than vacuum packed coffee, too. Change today to this modern coffee—tastier new Nescafé!

*—the **modern** coffee
made especially to
give you consistently
better flavor
than ground coffee!*



*All Coffee—
nothing but Coffee!*

new Nescafé®

The Motor Oil that boosts Gas Mileage up to 23%*



...and gives you
quicker, easier starts
in coldest weather!

Yes, we're talking about an oil—not a gasoline!

New Mobiloil Special...

And it actually does increase gas mileage—by raising engine efficiency, cutting power waste! Look at this record:

* In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high-quality SAE 20 motor oil.

Yes, Mobiloil Special reduced the octane requirement in every engine tested—in effect, adding octanes to the gasoline.

It cleaned up engines as no oil ever had before.

It corrected or relieved knock, pre-ignition “ping” and spark plug misfiring—reduced wear to practically zero.

And—of particular importance now, with winter ahead—New Mobiloil Special provides instant starts in sub-zero cold, the performance needed to prevent grinding wear, excessive choking and battery drain!

Mobiloil Special—Under API Classification recommended
“For Services ML, MM, MS, DQ.”

Change Now BEFORE WINTER...

At Mobilgas Dealers—Car Dealers—Garages





NEW CHEVROLET BEL AIR HARDTOP IS NARROWER AND TWO AND A HALF INCHES LOWER THAN THE 1954 CHEVROLET BUT IS ALSO ROOMIER ON THE INSIDE

FIRST ENTIRELY NEW 1955 CARS

Chevrolet and Pontiac follow their big brothers with wrap-around windshields and high horsepower

Trying desperately to lure buyers away from each other in a field that is more fiercely competitive today than ever before, most of the big auto companies are presenting entirely new models for 1955. The first radically different designs released to the public are the Chevrolet and Pontiac Styles, along the squared lines of this year's Oldsmobile, which has been 1954's hottest car, both the Chevy and the Pontiac have wrap-around

windshields, the big 1954 innovation. A sex since 1919, the Chevy now also offers a V-8 engine which, like the Pontiac's new V-8, has pistons set in zigzag formation to permit a higher compression ratio. Both cars will have tubeless tires as standard equipment. As optional equipment it will have a "carburetor kit" which will up engine horsepower by 20, bringing Chevrolet's top possible horsepower to 180, Pontiac's to 200.

"BOLERO RED" PONTIAC STAR CHIEF CONVERTIBLE SHOWS A NEW VARIATION OF PONTIAC TRADEMARK, TWO METAL STREAKS INSTEAD OF ONE ON HOOD



NEW 1955 "Living Design" NORGE Gas Range



First major news in range design in 21 years!



New! Exclusive Infinitrol Burners with tops as easy to remove and clean as a sink drain! Dial any heat you need, instantly - from a low that keeps liquids below 165° to a hurry-up high.

New! Rotating Adjust-a-Lite swings up or down and can be directed wherever you want light. Notice that extra high back panel, too - saves splattered walls.



New! A bonus surface burner anytime you need it—just lift out the griddle and substitute the extra burner bowl and grate provided. Or insert a porcelain lid to make a smooth work surface.



• At last—a gas range that's designed for modern living exactly the way women themselves want it.

Two separately controlled ovens—one a huge 21-inch with smokeless speed broiler below. Easiest cleaning ovens yet—chrome racks and side guides and even the oven bottoms lift out so you wipe off the inside like a pan. Both ovens *ignite* automatically; Master Oven even *cooks* automatically. Pre-set it and forget it!

New convenience and flexibility everywhere. Visu-Matic Timer to simplify automatic operation of oven or appliance outlet . . . Minit-Master to chime-time your cooking . . . new-type surface burners that cook cooler and cleaner and even have a *true* simmer position . . . lift-out oven vents and burner bowls as easy to wash as a saucer.

See it . . . love it . . . own it . . . the new "Living Design" Norge Gas Range!



An All-New, All-Electric Norge Range, too! Built-in griddle . . . Hi-Lo All-Purpose Cooker . . . two ovens . . . new "Cook-by-Color" surface units . . . and Super Rocket element that heats red hot in only 20 seconds!

NORGE . . . *just the best in home appliances*

Refrigerators • Home Freezers • Gas and Electric Ranges • Automatic and Wringer Washers • Automatic Dryers • Gas and Electric Water Heaters

DIVISION OF BORG-WARNER
MERCHANDISE MART • CHICAGO 54
In Canada: Addison's Limited, Toronto



ANIMALS



CHIN CRADLED BY A PAD OF FOAM RUBBER, A PORPOISE RIDES ON A MATTRESS IN TRUCK ON ITS WAY TO NEW HOME. WET BLANKET KEEPS IT MOIST

HAUL FOR BIGGEST FISHBOWL

After many troubles and much care, California fills its oceanarium

All summer long trucks rumbled onto California's Palos Verdes peninsula, an hour's drive from Los Angeles, carrying carefully wrapped porpoises, drugged sharks, barrels full of barracuda, bat rays, bass and dozens of other fish to fulfill an old California dream, an oceanarium to match Florida's famed Marine Studios. The new structure, largest of its kind in the world, is built like a football stadium for spectators to look down into its two huge tanks. Three levels of windows surround each tank to give visitors an underwater view. Nearby are small tanks for exotic creatures like sea horses, octopuses and spitting fantail file fish.

Construction started on the oceanarium in 1953. But before it was finished catches began

to pour in from Hawaii and from the oceanarium's own ship, the *Geronimo*. The fish had to be stored in crowded temporary quarters. During their long internment 50 moray eels began to eat each other up, sea bass went into shock and had to be given curare, ailing sharks received artificial respiration by being pulled around to force water through their gills. The brilliant orange garibaldi faded to dingy gray. And when the spitting fantails arrived the oceanarium's curator, Kenneth Norris, bought two bathtubs in desperation and stored the fish in his office, where they spat vigorously at visitors. Finally the tanks were ready, and on opening day some 24,000 visitors crowded in to get their first glimpse of life under the sea.



THE PORPOISE RIDES HIGH AS CRANE LIFTS IT UP AND INTO OCEANARIUM TANK—▶



On schedule, and time for a "Coffee-break"

The throttle is at rest. Yet the engineer still feels the vibration and hears the rumble. He still peers ahead as if looking for signals. But now, he swings himself down from the engine cab for a 6-minute stop, and says to his fireman, "*How about some good hot coffee?*" What a heartening idea when you're tired. What a great way to relieve the tension. Coffee! It's full of flavor

— and for only pennies a cup. During *your* day, too, don't you welcome the question, "how about some good hot coffee?" At home, on the job, enjoy coffee often and make it right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

There is nothing so satisfying as a cup of good coffee



▶ **EMPLANING PORPOISES** are loaded aboard in Florida for their flight to California. Two were specially trained at Marine Studios to jump for fish.



DURING FLIGHT each porpoise was placed in a shallow bath to moisten its easily dehydrated skin. Sheet helped keep back wet, curtailed its splashes.

CONTINUED ON NEXT PAGE

Look for these **SQUIBB SPECIALS** at your drugstore



SQUIBB ASPIRIN

Safe, Pure, Sure. The finest aspirin money can buy. Fifty-four exacting quality control tests insure the purity of SQUIBB Aspirin.

FREE with each bottle of 100!

Wonderfully handy new plastic TRAK-PAK, the perfect way to carry aspirin with you. Open and close at the flick of a finger. While the special lasts, you get a free TRAK-PAK with every bottle of 100 Squibb Aspirin—

BOTH
for only
49¢

SQUIBB ANGLE TOOTHBRUSH

80% of decay occurs in the hard-to-clean back teeth



Use the brush that is bent like your dentist's mirror to reach those hard-to-get-at places



SAVE \$1.00

FIVE Squibb Angle Toothbrushes in special Squibb FAMILY PACK, only \$1.95! Save \$1.00 and have them when you need them, individually sealed in plastic for your protection.



SWEETA SQUIBB NON-FATTENING LIQUID SWEETENER

Squibb Saccharin in a handy squeeze-a-drop plastic bottle. Sweetens instantly even in iced drinks...boil it or bake it, it won't lose its flavor...it's calorie-free, and just 2 drops are as sweet as a teaspoon of sugar. Purse-size bottle, 69¢... economical 4-oz. size, \$2.89.



Remember... your pharmacist is the man in your community qualified to dispense products that concern your health and well-being.

ULTRA HIGH FIDELITY



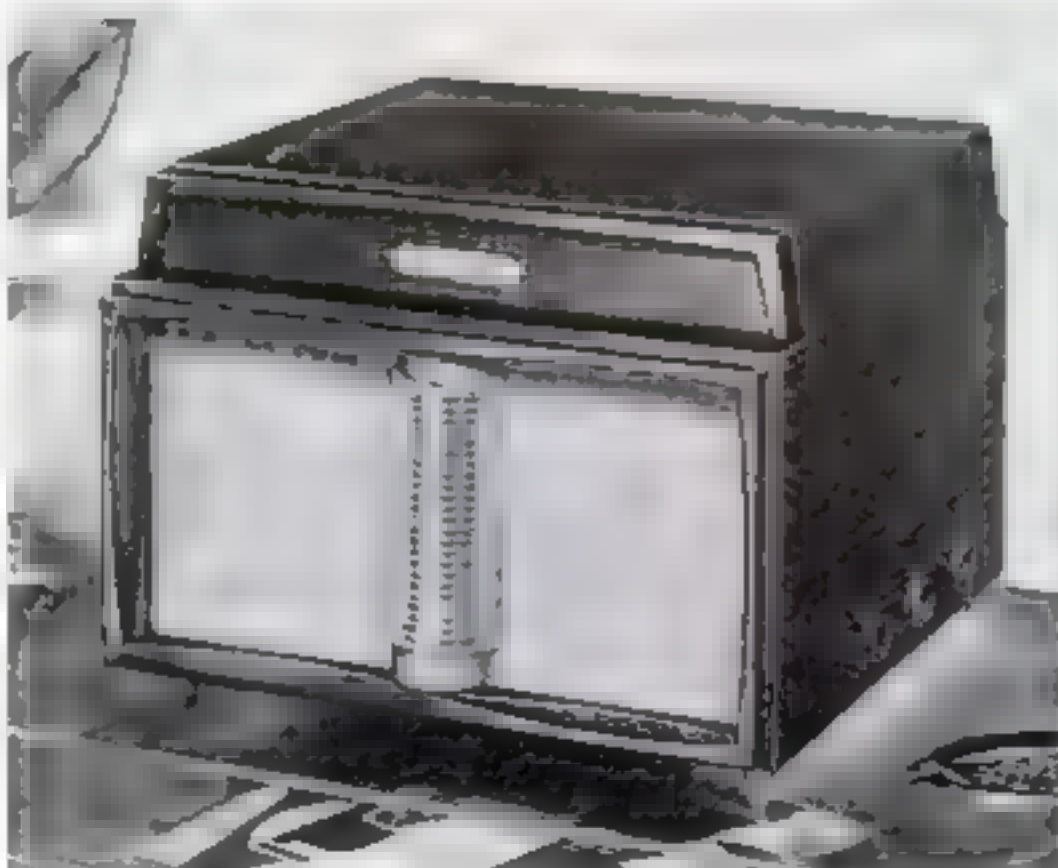
Brings you so close you can hear
the "Off Stage Whisper" of a Flute!

Hear **PHILCO**® with the amazing **Electrostatic Speaker** ...a Colonnade of 16 speakers in one!

Imagine yourself enveloped in a magic "Cloak of Sound"—sound so pure, so *alive* you hear every hushed note of the soft-spoken flute.

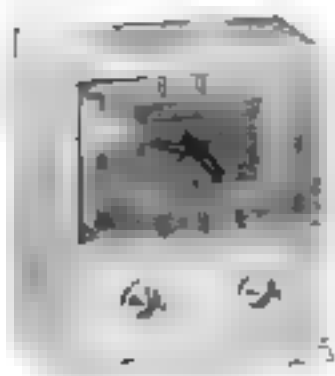
Until now no phonograph could achieve such "presence" without distortion. Now, from the laboratories of Philco comes a miracle of smooth response clear up to 20,000 cycles.

It's the phenomenal Philco Electrostatic Speaker—completely new in principle and design. Grouped together in a radial arc of 180° are 16 speaker columns. Each column radiates full-dimensional sound at a slightly different angle. The entire arc floods the room with a purity of sound far beyond the reach of conventional speakers.

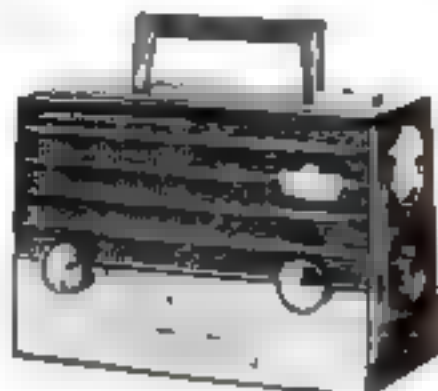


New 1955 Philco High Fidelity Phonograph with Electrostatic Speaker. 3-speed automatic record changer, Philco 1347. History-making low price!

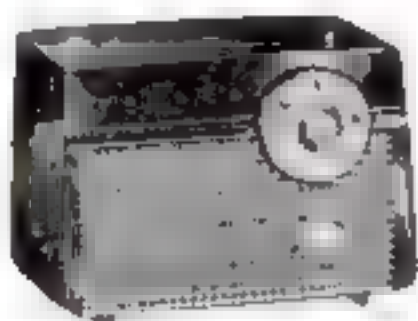
Somebody in your family needs one of these "New Look"
Philco Radios . . . Could it be you?



New upright automatic clock radio for office desk, night table. Buzzer alarm for heavy sleepers. Philco 720.



Multwave 3-way portable. Built-In Dual Beam Flash-light. Special Marine band for shortwave. Philco 667.

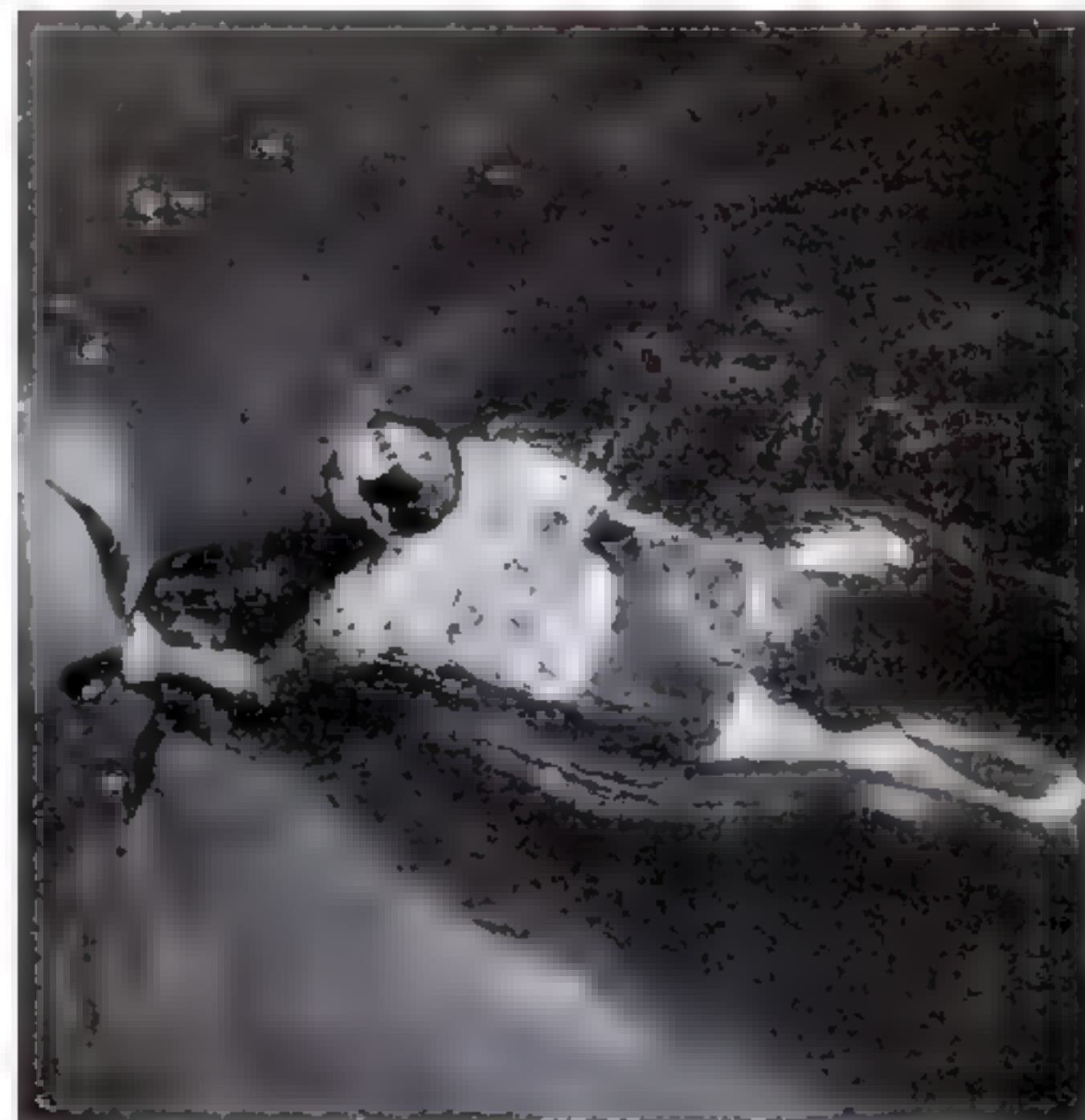


Brilliant "New Look" table radio. Light, compact for use in any room. Ideal gift. Big value. Philco 580.

Biggest Fishbowl CONTINUED



A HIGH HOIST is given a sea turtle as it is raised on its way to a tank. Turtles were headed for Mexican cannery when oceanarium bought them up.



A TURTLE RIDE is taken by Norris. Turtles got sunburned during truck trip from Mexico so driver had to stop at motels and give them cooling showers.



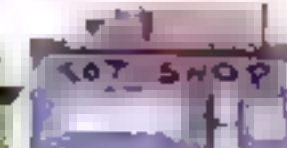
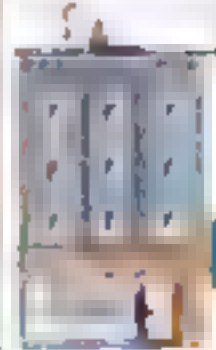
The *Campbell Soup Kids* are going places !

The kids that folks have held so dear
 For well nigh onto fifty year
 Are now adorning things galore
 For homes, for boys, for girls...and more.
 Come celebrate their birthday and
 Have fun in stores throughout the land !

C'mon along to
 the next page !

to see a few of the
 many, many Campbell Kids
 products. You'll know they're
 the finest of their kind!

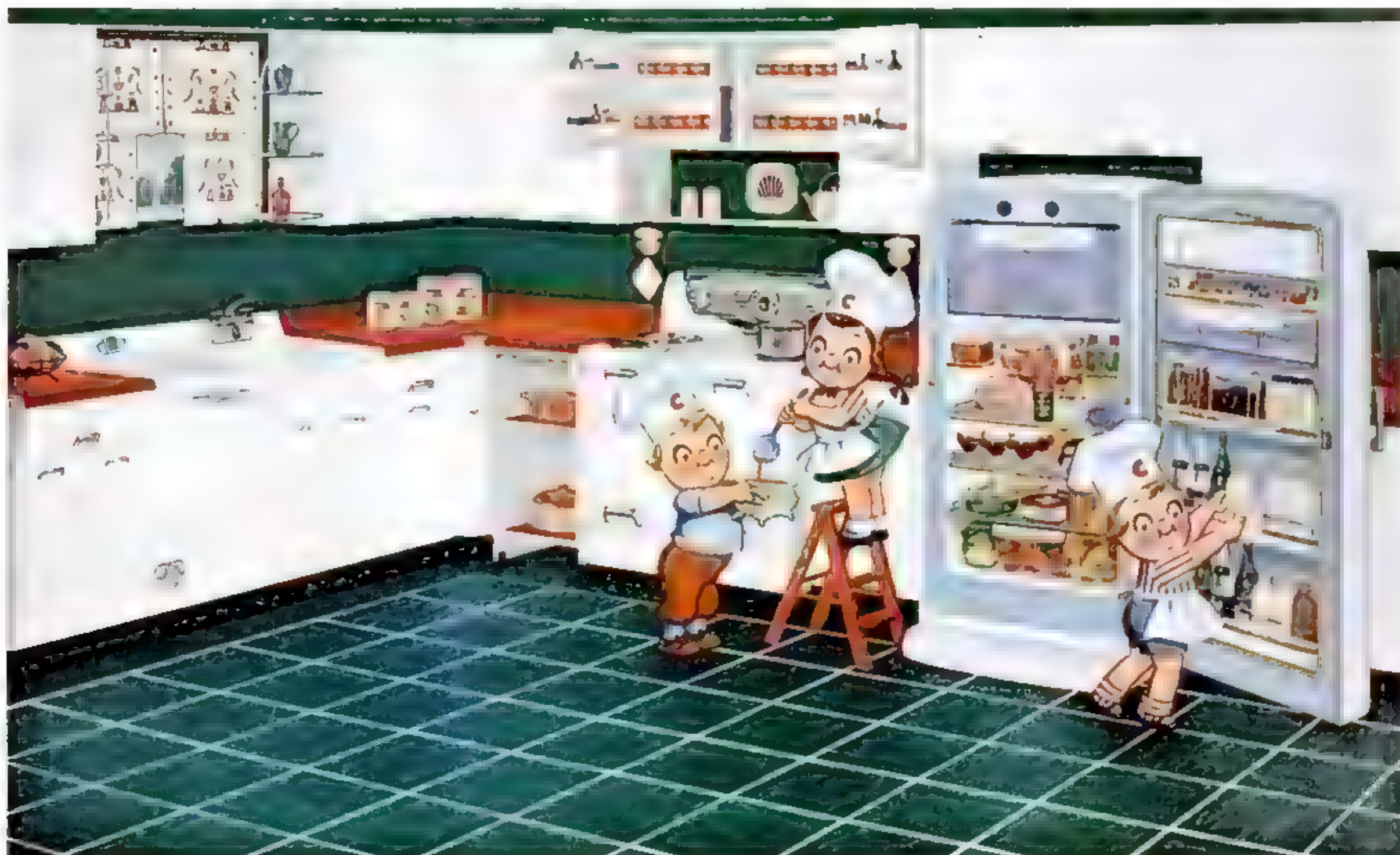




Campbell Kids get birthday toast

Oh, the Campbell Kids (and millions more)
For eats are always itchin',
That's why at the appliance store
They love that Crosley Kitchen!

So, come to the kitchen bright and gay
Where Crosley signs invite you,
And see what the Campbell Kids at play
Have cooked up to delight you!



Care-Free Living Starts in Your Crosley Kitchen

See how perfectly all these Crosley appliances and accessories match one another in styling and appearance—to make a kitchen that's as beautiful as it is efficient . . . and convenient.

The completely automatic-defrosting *Super* Shelvador® Refrigerator has the exclusive Beverage Server. It lets you get cold drinks right through the door. Exclusive Deep Door Design doubles "front-row" space. Full-width freezer has 70-pound capacity. Roll-out shelves, roll-out crisper, and meat drawer bring "back-row" foods right up front. Ask to see Model CAF-125.

The Crosley Electric Range insures best cooking results *always*—with precise automatic timing

and temperature control. Beneath the Crosley Cabinet-Sink is a Crosley Food Waste Disposer. The Crosley Automatic Dishwasher-Dryer really gets things clean and *dry*. And a complete Crosley Kitchen has a Crosley Shelvador® Freezer, the only freezer with shelves on the lid for extra "top-level" storage.

Mighty fine helpers, too, are those matching steel base and wall cabinets, handy range and refrigerator pantries—and many other Crosley work-saving accessories.

You may buy your Crosley Kitchen all at once, or an item at a time. Ask your Crosley Dealer about his Care-Free Payment Plan.

CROSLEY

DIVISION OF



CINCINNATI 25, OHIO

Shelvador® Refrigerators . . . Shelvador® Freezers . . . Electric Ranges . . . Automatic Dishwasher-Dryers . . . Cabinet-Sinks . . . Food Waste Disposers . . . Steel Kitchen Cabinets . . . Electric Water Heaters . . . Radios . . . Television . . . Room Air Conditioners

as stores play host, from coast to coast



Now! You Can Get Famous INDIAN HEAD®

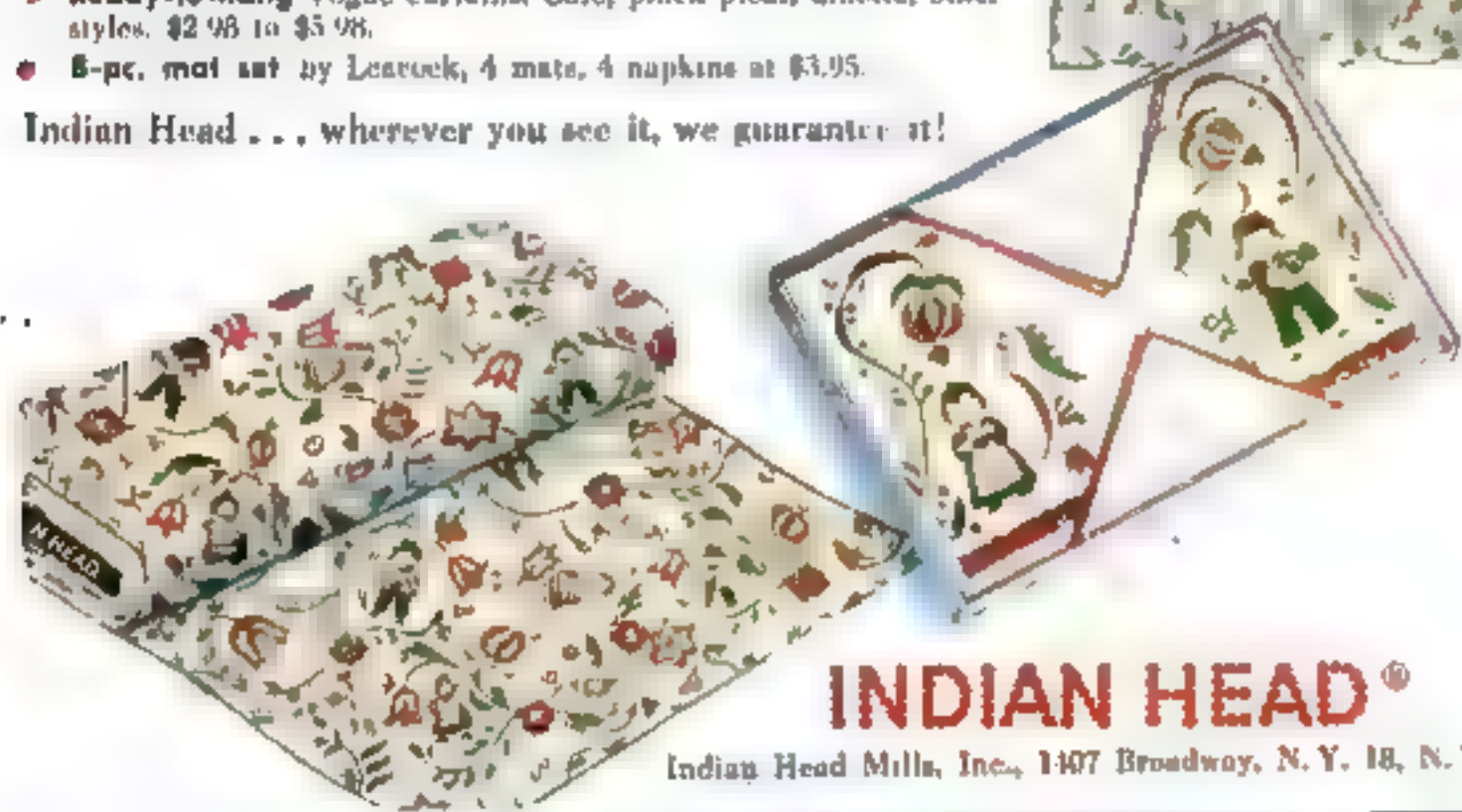
Cotton in

Campbell Kids Prints

It's a gay Pennsylvania Dutch pattern on crisp Indian Head... ready to brighten your kitchen, breakfast nook or nursery. Certain to collect compliments galore from family and friends... and certain to stay gay and fresh because Indian Head is guaranteed!

- By the yard, 36" wide, in piece goods departments everywhere. At about \$1.00 a yd.
- Ready-to-hang Vogue curtains. Cafe, pinch pleat, dinette, other styles. \$2.98 to \$5.98.
- 8-pc. mat set by Leacock, 4 mats, 4 napkins at \$3.95.

Indian Head... wherever you see it, we guarantee it!



INDIAN HEAD®

Indian Head Mills, Inc., 1407 Broadway, N. Y. 18, N. Y.

REDECORATE WITH NEW *Campbell Kids* DECALS by *Meyercord*

EASY TO APPLY!
EASY TO REMOVE!



Ask for these Campbell Kids and other decal designs!



THE MEYERCORD CO., CHICAGO • LOS ANGELES
CANADA DECALCOMANIA CO., LTD., TORONTO



M-M-M, GOOD!



Look!
Small Fry can really cook,
with this

Campbell Kids COOKING SET



Little cooks wouldn't trade the world's best banquet for the treats they can cook up for themselves now! This set has the makings of a meal... the equipment to make and serve it with... even a full-color Campbell Kids Cook Book prepared in picture-book style, especially for children! Just see the exciting line up:

- 6 real, filled 4 1/4 oz. cans of your favorite CAMPBELL'S SOUPS
- 16 page Campbell Kids Jr. Cook Book full of recipes and "take care" tips
- Colorful Campbell Kids Chef's Apron
- Campbell Kids Chef's Hat
- Big Soup Ladle
- Stirring Spoon
- 2 gay Princess Place Mats
- 2 Soup Bowls, 5 1/4" size
- 2 Soup Spoons
- Colorful potholder by Morgan-Jones
- Wear-Ever Aluminum Sauce Pan
- 2 fancy-shaped Crouton Cutters
- Measuring Cup
- 6 Campbell Kids Party-Lunch Napkins
- "Pantry Shelf" Cabinet to hold everything



Harboro, Pennsylvania



Everyone loves them, big folk and small!



Now, the *Campbell Kids* add a
Safety Plus to safe-riding

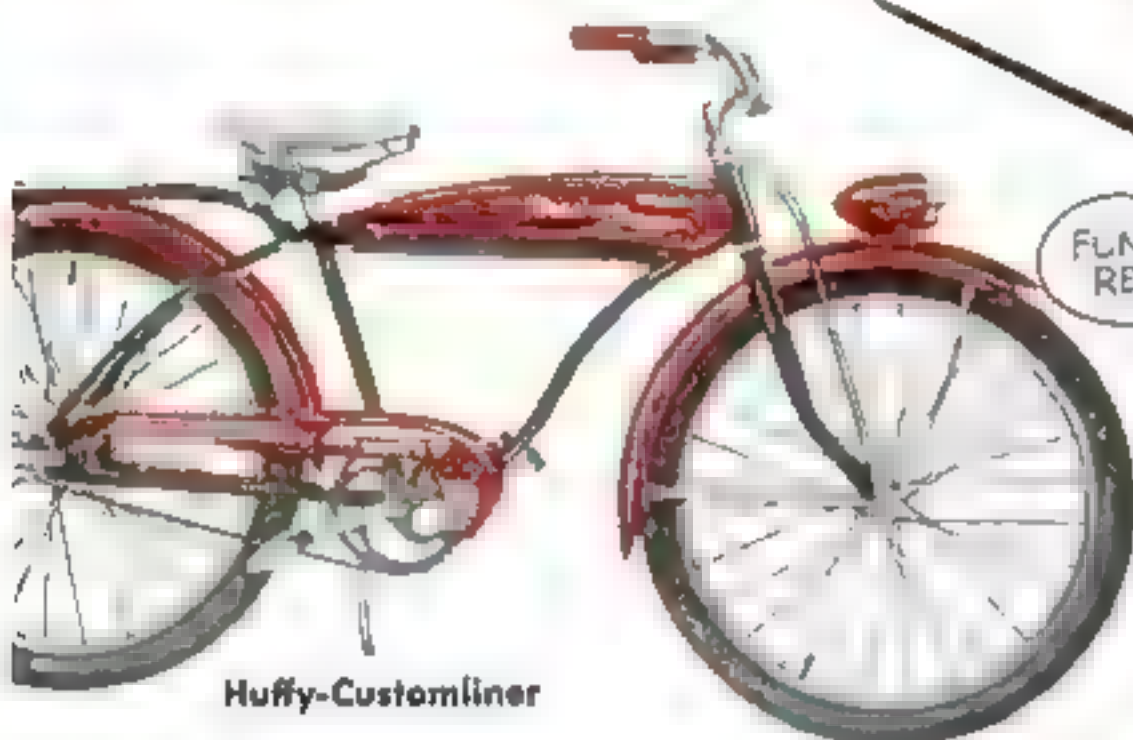
HUFFY

It's big but grows
with your child!

THIS SAFETY BOOK

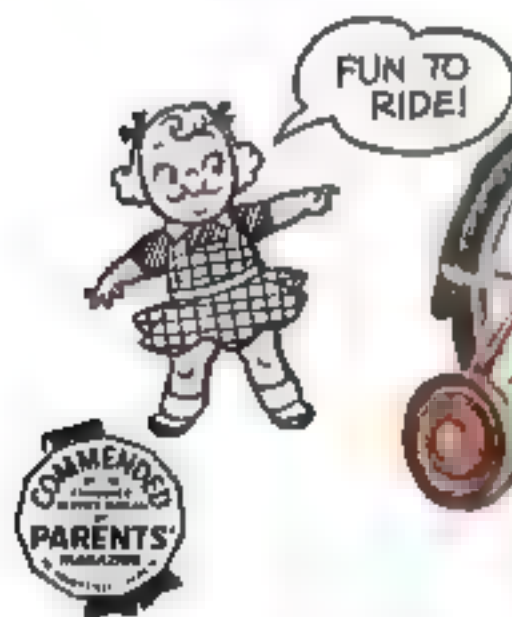
... makes it fun to learn National Safety Council Rules for safe bike-riding.

The Campbell Kids show *your kids* what makes good riders ... give them a test ... and, when you think they've passed, make them members of the Huffy Safe Rider Club! Write for the book, it's free.



Huffy-Customliner

FUN TO READ!



FUN TO RIDE!

Huffy-convertible

THESE SAFETY BIKES

... grow with your child. Even small children can ride a thrilling two-wheeler, safely, with Huffy ... yet enjoy the same bike, years later

3 and 4-year-olds will ride the Huffy-Convertible for years as a safe, non-tip 4-wheeler. Then, as they get old enough to balance, you take off the small wheels and have a regular bicycle, pneumatic tires, coaster brake and all.

6 and 7-year-olds are safe on this Huffy-Customliner. It looks big but fits even small children because the seat and pedals are close together. A lower center of gravity, full-cover chain guard and coaster brake add safety while the adjustable "Fits-sooner" frame "grows" for years. Both bikes have bright enamel finish, chrome trimming. Tough, rugged, built to take a beating, they're guaranteed long-as-you-own them.

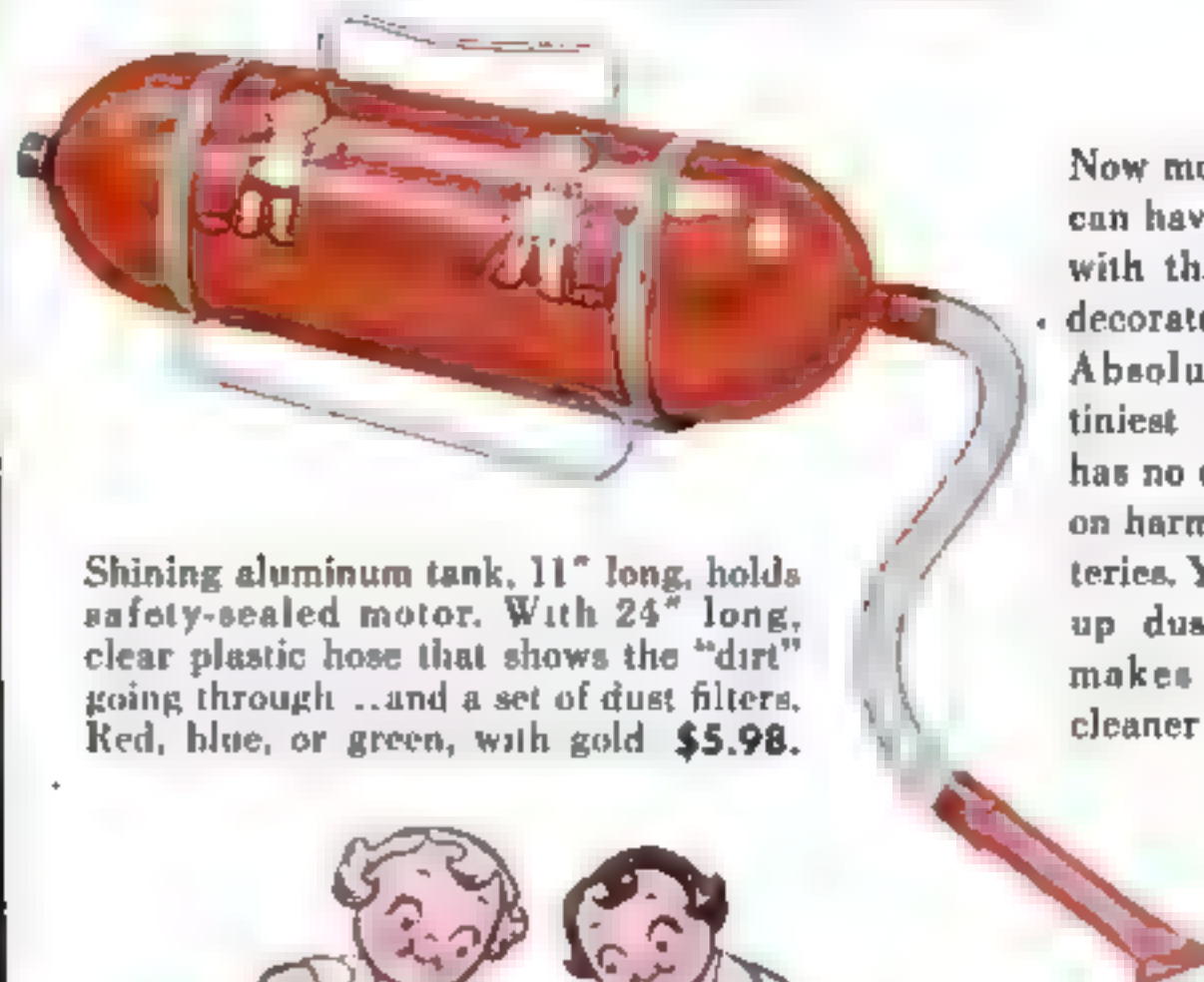
THE HUFFMAN MANUFACTURING CO.

WHEEL GOODS DIVISION, DAYTON 1, OHIO

It's electric!

Has real vacuum cleaner "hum"!

the *Campbell Kids* battery-powered PLA-VAC



Shining aluminum tank, 11" long, holds safety-sealed motor. With 24" long, clear plastic hose that shows the "dirt" going through ... and a set of dust filters. Red, blue, or green, with gold \$5.98.

Now mother's little helper can have a wonderful time with this Campbell Kids-decorated vacuum cleaner! Absolutely safe for the tiniest tot to handle—it has no electric wires, runs on harmless flashlight batteries. Yet it actually picks up dust and ashes, and makes realistic vacuum cleaner noises!



GAY TOYS, INC.

6432 Cass Avenue
Detroit 2, Michigan

All good little Dolls deserve this new *Campbell Kids* DOLL CARRIAGE!



Dolls that ride in this Campbell Kids decorated carriage ride in style! This fold-way carriage has a smart green and ivory leatherette body, a full 4-bow hood with visor ... plus plated tubular handle, wire wheels ... and a foot brake!

The frame is sturdy steel, finished with baked aluminum enamel ... and the axles are welded on for extra strength. With soft rubber tires, and shiny plated hub caps. Body size, 20" long, 9" wide, 7" deep, 16" high.

\$7.00



Fine Carriages Since 1938

MANUFACTURED BY

PLAYTIME PRODUCTS, INC.

WARSAW, INDIANA





Campbell Kids

treasures hold pleasures for all!

Here's the Ideal way for little girls
to play house!

completely equipped CHINA CABINET



Pennsylvania Dutch style metal cabinet decorated with the Campbell Kids. 21 1/4" high, holds 40 pieces for cooking, serving—dishes for 4, "silverware", spice set, canisters, mixing bowl, etc.

Complete, only \$5.98

... and the Campbell Kids as cooks!

Roly-poly plump, as all good cooks should be! 17 1/2" high dolls, with bright painted vinyl faces. Percale outfits include aprons, chef's hat. Plus... a real cook apron and hat for the youngsters.

Complete, each \$4.98

It's a wonderful toy—"It's Ideal!"

IDEAL TOY CORPORATION 200 Fifth Ave., N. Y. 10, N. Y.

There's a fun-packed PARTY BOOK in this new Campbell Kids PARTY NAP-KIT



Here's twice the spice for your next party! You get 36 party napkins, six different designs, decorated with the cheerful Campbell Kids...

PLUS

A fun-packed book just brimming with clever party suggestions! Pages and pages of party "trimmings"...with directions and diagrams that any child can follow.

And for mother... all kinds of helpful hostess hints for keeping young guests entertained. Get your book today... it's part of the Campbell Kids Party Nap-Kit!

only 59¢

(69¢ West of Mississippi)

THE NAPKIN CORPORATION
SAUGERTIES, NEW YORK

CHILDREN'S DELIGHT!

These *Campbell Kids* Kits
are full of fun-to-make,
fun-to-play-with treasures



MAKE-IT BOX

crammed with everything for making Campbell Kids finger puppets, fascinating mobiles, masks, paper dolls and costumes, airplanes, boats and dozens more toys for girls and boys. Comes complete with water color and crayon sets for the brightest results!

only \$1



SEW A HAT

the set to delight young party-goers! Has all the fixings for making wonderful Campbell Kids hats and other party hats for boys and girls. Die-cut punched patterns, yarn, safe needle, and crayons for coloring are all included.

only \$1



EAT-O-MATS

ready-to-color, story-telling mats that make it easy to teach children good table manners! Complete with crayons and water colors to make them cheery table settings for soups, and every other mealtime favorite! And just picture the thrill your youngsters will have, eating breakfast with the Campbell Kids!

only \$1

MILTON  BRADLEY
SPRINGFIELD, MASS.



Read all about it, then come to the store



YOU ARE INVITED TO OUR HAPPY
BIRTHDAY CELEBRATION
PLANNED ESPECIALLY FOR YOU
by DENNISON



It's fun to plan

your own Campbell Kids' party with **Dennison IDEAS...**



★ IDEAS for decorating with DENNISON CREPE PAPER, invitations, favors, party hats and centerpieces.

★ IDEAS for playing games—so many interesting things to do with colored DENNISON GUMMED PAPERS.

★ IDEAS for wrapping pretty gifts with DENNISON-designed Kiddie Gift Wraps.



You'll find all these IDEAS in two clever folders. Get them free where you buy your DENNISON PARTY MATERIALS or send 10¢ (for mailing) to:

PARTY IDEAS, DENNISON Framingham, Mass.

New storybook pleasure!

2 new **Book-Elf** books
about the *Campbell Kids*

each 25¢ ... for ages 3-7



THE CAMPBELL KIDS AT HOME. Delightful account of Campbell Kids rainy day doings, with detailed luncheon recipe safe for tots to prepare.



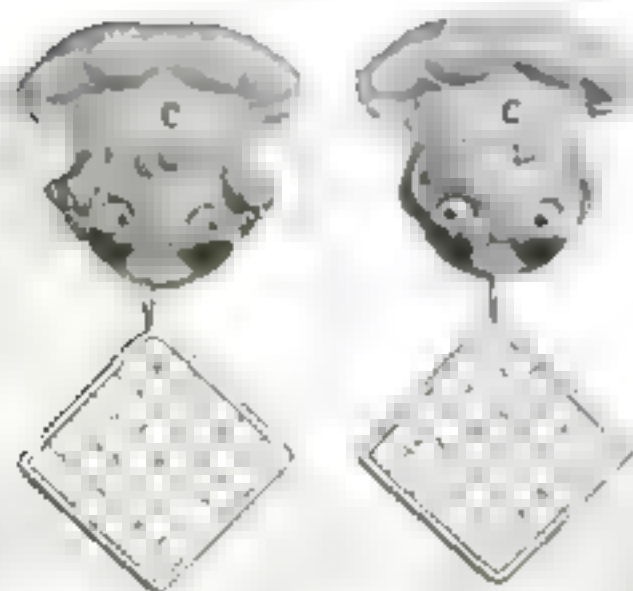
THE CAMPBELL KIDS HAVE A PARTY. Their fun-making plans for party activities will suggest wonderful ideas for you and your youngsters.

Publishers of Book-Elf Books and Ding Dong School Books

RAND McNALLY & COMPANY • P. O. BOX 7600, CHICAGO 80, ILLINOIS

Brighten your kitchen with these colorful

Campbell Kids WALL PLAQUES



HOT PAD HOLDERS, 69¢ each



HOT PAD HOLDERS, \$1.19 per pair

They're the cheeriest kitchen helpers ... make such welcome gifts!

Each one is painted by hand
... has high gloss finish



MEMO SET, 98¢ each



THERMOMETER, 98¢ each

MILLER STUDIO, INC.
New Philadelphia, Ohio

Now...your child can play
"going to market" with the

Campbell Kids FARM TRUCK

by **FISHER PRICE TOYS**



This sturdy wood toy has a truckload of bright colored vegetable cut-outs to take to market! The truck itself is bright red, 9" long ... makes a "putt-putt-putt" sound as it rolls along ... and the driver aways to and fro! Provides hours of absorbing dramatic play.
\$1.25 east, \$1.39 south and west.

FISHER-PRICE TOYS, INC.
East Aurora, Erie County, N. Y.

Creators of famous ... "Snoopy Sniffer" "Timmy Turtle" "Buzzy Bee"

for the *Campbell Kids* things on these pages
- and more !



Look Daddy!
I'm wearing
Campbell Kids
sleepers

Bedtime's fun when there's a pretty colored picture of the Campbell Kids right on your youngster's sleepers. They're two-piece—easy to put on—and gripper-fastened so even the most restless little sleeper can't wriggle loose. Soft, deep-napped knitted cotton in buttercup yellow, or tender-leaf green. For boys and girls in toddler sizes 1, 2, 3, 4 and tot sizes 4, 6, 8.

Manufactured by
GLENDAL KNITTING CORP.
350 Fifth Ave.
New York, N. Y.

Plastron's *Campbell Kids* ensemble
... puts sunshine in your kitchen
... saves laundry bills, too!

Good fun for everyone! Colorful matching accessories starring the happy Campbell Kids in a bright design of fresh-from-the-farm vegetables. All printed on sparkling white Ultron plastic that wipes clean with a damp cloth! You bet Junior will finish his spinach ... when his friends, the Campbell Kids, are watching.

Table cloths, scalloped
Chair cushions
Chair backs
Panel-design aprons
Shelf edging
Window drapes

All with tomato red, carrot yellow, or solid green trim.

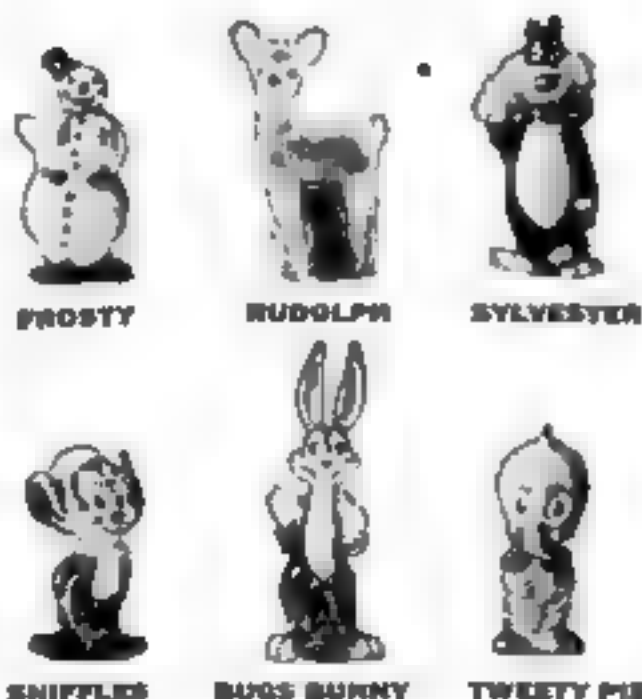
At better stores everywhere, or write:



Arnel-plastron Inc., 419 Fourth Ave., N. Y. 16, N. Y.

Now, those lovable *Campbell Kids*
are squeeze-able, too! They're the new
"**SQUEEZE-ME**" TOYS

each about 69¢



By the makers of your favorite character dolls!

Now babies can squeeze the cute Campbell Kids as hard as they please! These are soft, soft cuddly rubber—all rubber right down to their cheery whistle. Nothing to

rust—colors can't wash off, or suck off—made seamless for smoothness—so they're safe for even the softest, most squeeze-able baby! Brightly gift-packaged.

The OAK RUBBER CO., Ravenna, Ohio

So big, it's a super supermarket!

Utilo's *Campbell Kids*
PLAY STORE

Fully 5 ft. high! only **\$3.98***



Biggest buy of playtime pleasure you could give a girl or boy! And it's more than just a toy—teaches good shopping habits. So colorful! Front and sides look like real brick; slate-black roof, and base.

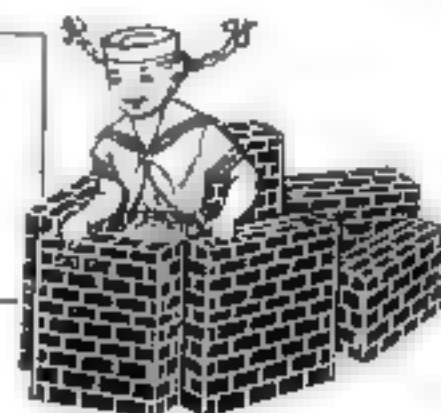
Stocked with unfilled play cartons of famous brand foods. Easily assembled—made of extra heavy fibre board. 60" x 45" x 19". also: Play Store 42" x 32" x 16" **\$2.98***

New! "WHOPPERS" ... giant size building blocks look like real red bricks. Lightweight...yet strong enough for the children to stand on! Easily assembled—of extra sturdy corrugated board. Each block 10" x 3½" x 5½". Set of 12, \$3.98* ... Set of 16, \$4.98* ... Set of 20, \$5.98*

*ALL PRICES HIGHER WEST OF MISSISSIPPI

GERSTEN BROTHERS, INC.

1270 BROADWAY • NEW YORK 1, N. Y.



The Campbell Kids are trademarks owned by the makers of Campbell's Soups.

For a few of the many fine stores where you'll find CAMPBELL KIDS decorated products, turn the page...



| | |
|----------------------|------------------------------|
| New York, N. Y. | Macy's & Branch Stores |
| Atlanta, Ga. | Davison, Paxson Co. |
| Birmingham, Ala. | Loveman's |
| Boston, Mass. | Jordan Marsh Company |
| Buffalo, N. Y. | Adam, Meldrum & Anderson Co. |
| Chicago, Ill. | Goldblatt Bros., Inc. |
| Cincinnati, Ohio | The Hollman & Sons Co. |
| Cleveland, Ohio | Sterling Lindner Davis |
| Columbus, Ohio | The Boston Store |
| Culver City, Cal. | Lloyds Eureka Store |
| Des Moines, Ia. | Yeunkers |
| Detroit, Mich. | Crowley's |
| Fort Worth, Texas | Matthews Center Dept. Store |
| Grand Rapids, Mich. | Steketee's |
| Hastings, Neb. | Jones Drug Co. |
| Houston, Texas | Foley's |
| Indianapolis, Ind. | Wm. H. Block Company |
| Jacksonville, Fla. | Cohen Brothers |
| Lancaster, Pa. | Hager & Bro., Inc. |
| Lansing, Mich. | F. N. Arbaugh Co. |
| Los Angeles, Cal. | The Broadway-Southern Cal. |
| Manhasset, N. Y. | Nassau 5 & 10c Stores |
| Memphis, Tenn. | O & S 5 & 10c to \$1 Stores |
| Milwaukee, Wis. | Boston Store |
| New Brunswick, N. J. | Tabin's Drug Store |
| New Haven, Conn. | Shartenberg's |
| New Orleans, La. | Burdine Hardware |
| Norfolk, Va. | L. Snyder |
| Philadelphia, Pa. | Lit Brothers |
| Pontiac, Mich. | Waite's |
| Roanoke, Va. | Pugh's |
| Rochester, N. Y. | Sibley, Lindsay & Curr Co. |
| San Antonio, Texas | Dibble's Toy Store |
| San Francisco, Cal. | City of Paris |
| St. Louis, Mo. | Scruggs Vandervoort Barney |
| Schenectady, N. Y. | Wallace's |
| Syracuse, N. Y. | E. W. Edwards & Son |
| Terre Haute, Ind. | Schultz & Co. |
| Trenton, N. J. | Lit Brothers |
| Tucson, Ariz. | Bantz's Variety |
| Utica, N. Y. | J. B. Wells & Son |
| Wilkes Barre, Pa. | Fowler, Dick & Walker |
| Wilmington, Del. | Crasby's |
| Youngstown, Ohio | McKelvey's |



PUPPET CELLIST PUMPS PISTOL FIRE INTO HANDS WHICH HE HAS CAUGHT CARESSING CELLO HE PLANNED TO PLAY

Comics in the Dark

FRENCH FIND LOVE AMONG CELLOS AND TOP HATS

An agile French nightclub foursome which calls itself George LaFaye & Co. makes a practice of working in the dark and dealing in the disembodied. Their act starts with a nearly life-sized puppet cellist (above) confronting his pulsating cello. The instrumentalist, whose face is mostly nose, nods to his instrument. The instrument nods back, whereupon two huge disembodied hands come out of the black

to caress it. With a flurry of pistol shots the cellist routs the hands. But no soft recital ensues. The cello, indignant at this unfeeling disruption, disintegrates into a hand of angry butterflies which buzz menacingly about the cellist. For those who saw this at New York's Blue Angel nightclub and who found it comic and comprehensible, there followed (p. 64) the courtship of a top hat and a feather boa.



HOODED PERFORMERS look like this in light as they go through cello act

shown at top of page. On darkened stage they are invisible, only props can be seen.

CONTINUED ON NEXT PAGE

KEEP YOUR BABY
"Socially Acceptable"
 IN **PLAYTEX** BABY PANTS



Made of
 CREAMY LATEX.
 Non-Allergenic

"FRIENDLY" EDGES.
 No seams or stitches.
 Won't bind or chafe.

SOFTER
 SMOOTHER

COOL-VENTED
 for comfort

LONGER
 LASTING

PERFECT PROTECTION—
 without cutting
 circulation

Made of non-allergenic latex... the COOLEST,
 completely stretchable, waterproof material known!



Never hard,
 never brittle,
 even when washed
 hundreds of times!

S-T-R-E-T-C-H-E-S

Four times its size. Gives all-around comfort, yet wears and wears.



Will not bind
 or mark. Prove
 it with your
 own hands!

In U.S.A. ... from 79¢ wherever baby needs are sold.

© T. M. ©1954 International Latex Corp'n, PLAYTEX PARK, Dover Del. ★ In Canada: Playtex Ltd., Amptree, Ontario

if I were

In your shoes

I'd *lanolize* shine

them with

ESQUIRE
BOOT POLISH



shoes shine brighter...

shoes last longer



contains
lanolin

On Television "Masquerade Party" American Broadcasting Co., Wednesday 7-9:30 P.M.

Esquire's Deep Lanolizing Action gives you a Looking-Glass shine. Because Deep Lanolizing Action sends Esquire's fine ingredients ... Carnauba wax, rare oils and Lanolin deep into the leather itself, softening, preserving and shining so bright that you can actually see your face in it. Builds in a reserve shine, too...one that comes back again and again with a quick flick of a cloth or brush. It's the fastest way to the brightest shine. In 9 gleaming colors.



HIGH FASHION AFFAIR takes place between a feather boa and top hat. The courtship, shown here in a composite picture, begins (*top*) when hat kisses boa, continues (*center*) as they whirl about exuberantly in mid-air, and comes to a conclusion (*bottom*) as boa hides the hat in an engaging embrace.



FOUR PERFORMERS in company are (*from left*) George LaFaye, his wife Michele, René Coquerelle and Jacques Raynaud. They are on first trip to U.S.



Once in a blue moon...
a flavor like butter rum!



The candy with the hole ... Still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.



How's this for a spine-tingler! Two Jimmie Lynch Death Dodgers roar down the straightaway—race up and over a narrow ramp on two wheels—then slam bang down on the road. Tough test for a tire? You bet it is! Just look at the photo insert and see how the steel rim bites

into the tire. But the incredible fact is that nothing happened to the All-New Tubeless Super Cushions. No cuts. No blowouts. Not a single ounce of air was lost. Fact is, the Death Dodgers repeated this test time and time again on the same tires!

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

ALL-NEW TUBELESS SUPER-CUSHION

Rugged rim-pinching ramp ride fails to damage

ALL-NEW TUBELESS SUPER-CUSHION!

What makes it possible to produce a tubeless tire that can take punishment like this?

Answer: the mightiest tire cord ever made—Goodyear's triple-tempered 3-T Cord!

In its exclusive and patented 3-T process, Goodyear triple-temperes tough cord sinews and integrates them with improved rubber compounds under Tension, Temperature and Time to produce a tire body that's completely unified—completely airtight—the strongest ever made.

The new Tubeless Super-Cushion gives:

1. **Puncture Protection**—of a kind never offered before in either standard or tubeless tires.
2. **Blowout Protection**—providing a greatly in-

creased margin of safety.

3. **Better Performance**—a quieter, smoother, easier ride—plus even greater mileage than today's great standard tires.

4. **And it combines** all these advantages at a reasonable price . . . no higher than the price of a standard tire and tube.

Perhaps the best proof of these statements is found in the action of the automobile industry. The new Tubeless Super-Cushion will be standard equipment on many of the new '55 cars. Why not bring your car up-to-date with All-New Tubeless Super-Cushions? Your nearby Goodyear dealer will buy all the unused mileage in your present tires.

When the Death Dodgers completed this rugged run, we removed the tires and carefully examined them inside and out. No tire body damage of any kind could be found. Not one broken cord. That's the kind of protection you should buy for your car.



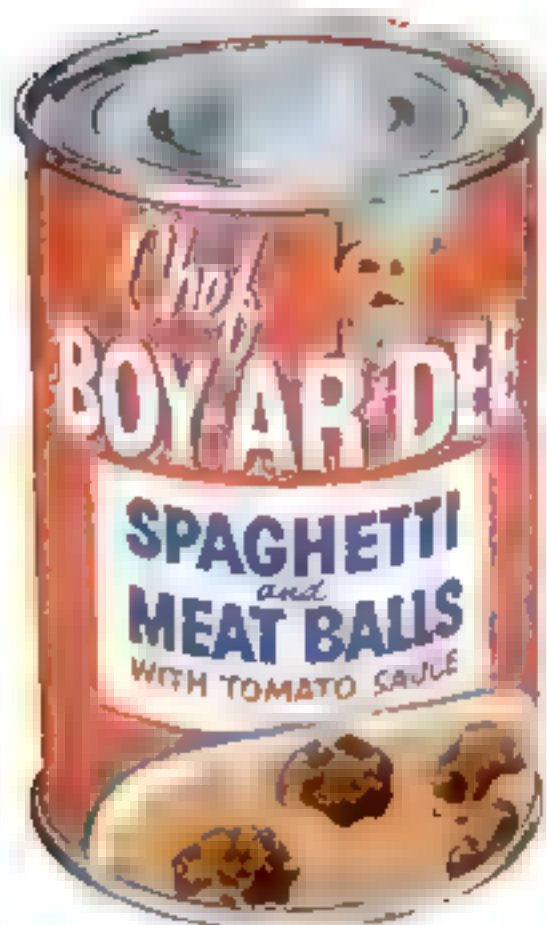
See the All-New Tubeless Super-Cushion at your Goodyear dealer's today. This great new Goodyear tire is available in either 3-T Rayon or Nylon Cord—as a tubeless tire or in a tire and tube combination. Goodyear, Akron 16, Ohio.

by **GOODYEAR**

Super-Cushion, T M - The Goodyear Tire & Rubber Company, Akron, Ohio

For party ideas
that click...

Quick!



...rousing-good meal-makers!



...ready to heat!



...only about 14¢ a serving!



Informal Supper

Chef Boy-Ar-Dee
Spaghetti and Meat Balls*
Buttered Green Beans Hot Rolls
Pench Ambrosia Brown Edge Wafers
Coffee Tea Milk

*No need to slave over a stove. Chef Boy-Ar-Dee® Spaghetti and Meat Balls comes ready to heat. Real Italian style. Delicious as only a chef can make it. Pure-beef meat balls, tender spaghetti, tomato-rich sauce. In 2-serving or 5-serving cans.



Evening Guest Snack

Chef Boy-Ar-Dee Ravioli*
Assorted Cheese
Assorted Crisp Crackers
Fresh Fruits
Coffee or other Beverage

*Ravioli used to be traditional fare at big Italian fiestas. (It took too long to make for everyday meals!) Now—you can serve it in minutes. Little macaroni pies filled with beef, smothered in rich Italian-style sauce. Two hearty servings per can.



No-Work Buffet

Chef Boy-Ar-Dee Meat Balls with Gravy*
on Buttered Noodles
Mixed Green Salad
Olives Vienna Bread Pickles
Jelly Roll Coffee Tea

*Relax! The meal's practically made when you start with Chef Meat Balls with Gravy. Ten of them per can—braised, brown, made of pure beef—lots of pan-style gravy. Heat and pour over noodles, rice, mashed potatoes, macaroni, toast.



LOUD-SPOTTED OCELOT JACKETS ARE CONTRASTINGLY BORDERED WITH LONG-HAIRED LYNX (LEFT, MAXIMILIAN) AND WITH SLEEK ERMINE (GIVENCHY)

WELL-MIXED FURS

Full-length coats and hip-length jackets now pair up blatantly unmatched pelts

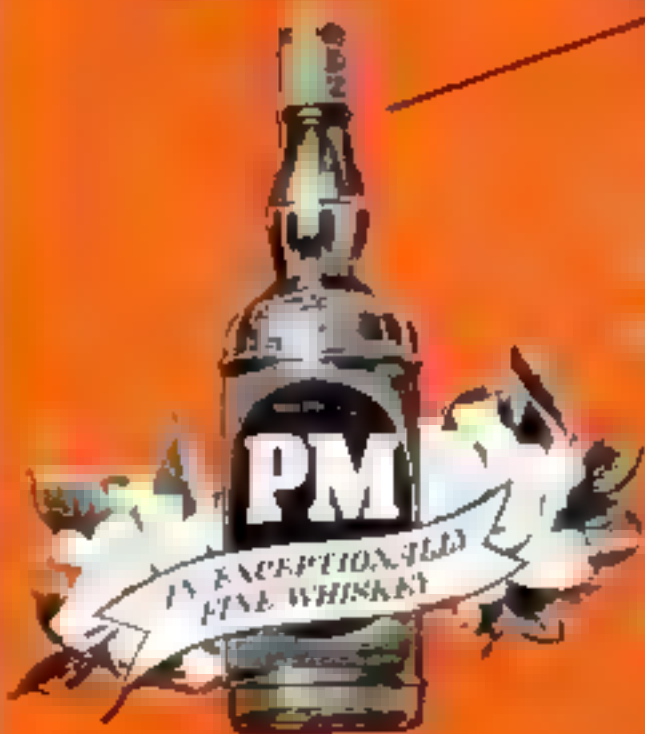
The country's top fur designers this season are mixing their wares with all the inventive abandon of a soda jerk in a high school hangout. Spotty ocelot is now being put together with shaggy lynx in a jacket, red fox is used as trim for a leopard coat, a lynx jacket is given a sober border of Alaskan seal, and dark fur—like broadtail—are combined with light ones like ermine.

One of the year's new uses for the mixed-fur

style is in hip-length jackets, which are appearing again with this fall's return to straighter skirts and may win back some of the wearers long lost to fur stoles. One of the practical sidelights to the new fashion should immediately occur to those women whose fur coats have become worn around the edges. The mixed-fur style sanctions patching a frayed mink with something less expensive for roughly half the price of replacing the original mink skins.

if you like fine things
(AND HAVE A KEEN SENSE OF VALUE)

PM IS
for YOU



National Distillers Products Corporation, New York

WELL-MIXED FURS CONTINUED

TWO MINKS are used in this jacket, pale-colored topaz mink for the body and a darker ranch mink for the cuffs and cardigan edging (Revillon Frères). Hip-length, the jacket is worn with a slim skirt.



NUTRIA-LYNX make up a long coat, the nutria conspicuously bordering the outsized collar and tuxedo front of lynx (Revillon Frères). The coat hangs straight, is wrapped and held closed by wearer



ERMINE-BROADTAIL go into this shirt, broadtail being used for sleeves, collar and front trim (Esther Dorothy). Shirt effect is carried out in pointed collar, cuffed sleeves and pearl-buttoned front.



Yardley English Lavender, from \$1 10 (plus tax) . . . New Yardley English Lavender Bath Oil, \$1 75

For the freshest, youngest feeling in the world

Feeling just a bit weary? If so—it's time to take a Lavender "break." If you've a few minutes—a bath enriched with Yardley English Lavender Bath Oil can make you feel like a new woman! Just a few drops transform the water into a delicately fragrant pool which stimulates and refreshes every pore of your body.

Throughout the day, make the fresh lift of Yardley Lavender part of your loveliness. Splash it on when you begin to feel weary

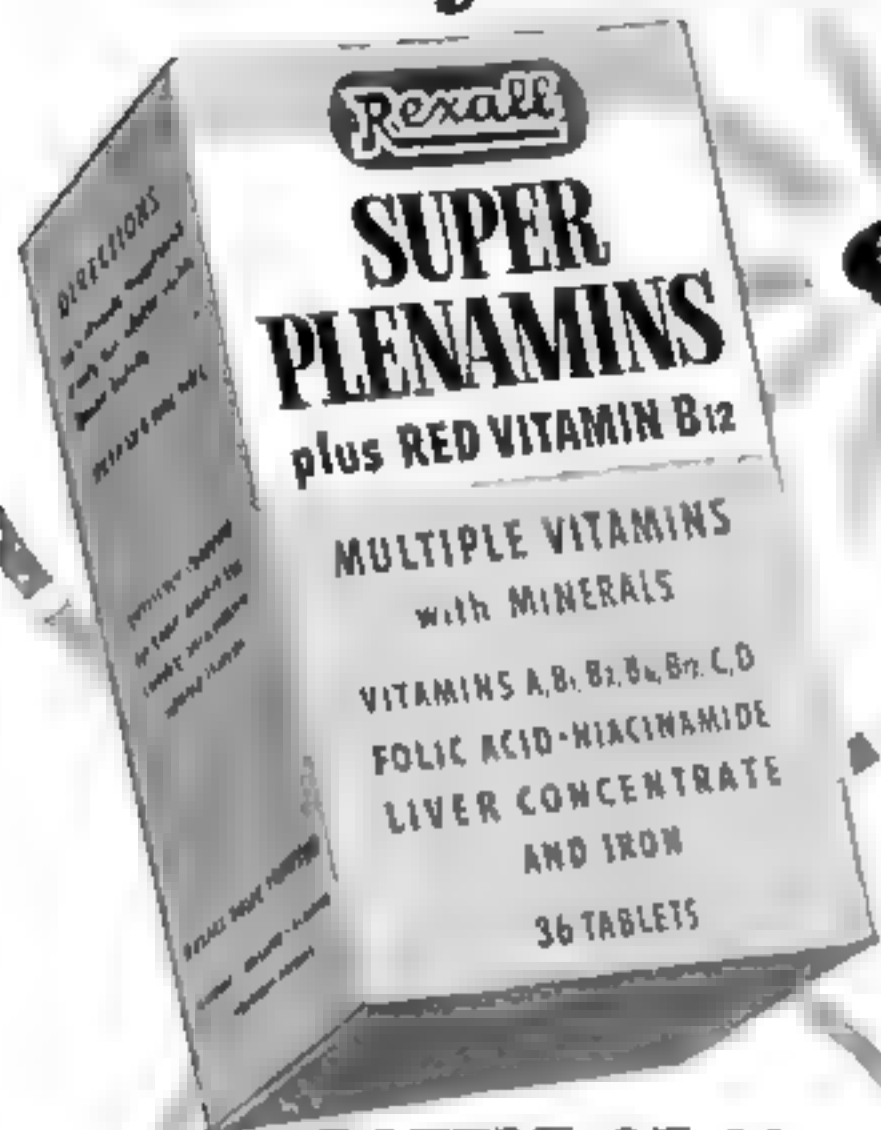
and revel in its tingling fragrance. You'll feel wholly refreshed in a matter of seconds.

Only Yardley, in all the world, brings you the fresh, young feeling of English Lavender. Blending the oil of English lavender blossoms with precious ingredients from the earth's far corners, they achieve a fragrance that's truly unique. Nothing in the world makes you feel so young, so fresh, so charming. Try it and see!

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N. Y. C.

Now...in One
Daily Tablet

For November Values-Shop



BOTTLE OF 36
(5 Week Supply)

Only \$2.59

AS
LITTLE

Family Bottle of 72
(2½-Mo. Supply) ONLY \$4.79

AS 6¢
A DAY

Giant Bottle of 144
(5-Mo. Supply) ONLY \$7.95



Try them! Compare them! You'll Switch to

New REXALL SUPER PLENAMINS 11 Vitamins + 12 Minerals

NOW...ONE TABLET GIVES YOU MORE
THAN 2 CAPSULES PROVIDED BEFORE



MORE Vitamin A
than 3 quarts of milk



MORE Vitamin B1
than 2 loaves enriched bread



MORE Vitamin B2
than 10 pork chops



MORE Vitamin C
than 1 orange



MORE Vitamin D
than 5 eggs



MORE Niacin
than 1 lb. lima beans

NO OTHER VITAMIN PRODUCT KNOWN
GIVES YOU MORE FOR YOUR MONEY
THAN NEW SUPER PLENAMINS

Super Plenamins Give You: 12 more minerals and 2 more vitamins than brand X; 12 more minerals than brands X or Y; 3 more minerals than brand Z; 3 times as much vitamin B12 as brands X or Y; twice as much vitamin D as brands X or Y; more vitamin E, folic acid and consistent quantities of liver concentrate than brands X, Y or Z.

ALL VITAMINS WHOSE DAILY REQUIREMENTS ARE KNOWN TO MAN

You get more than your minimum requirement of *all* those vitamins for which minimums have been set **PLUS** vitamin B12, folic acid, and true liver concentrate made from 5 times as much whole liver as the dried liver found in many products...

PLUS 12 important minerals including calcium, phosphorus and 1½ times your daily iron and iodine requirements!

ONE TABLET gives you more than 2 capsules provided before, thanks to Rexall's exclusive new

process that maintains the potency of these food elements *even when combined in 1 tablet.*

A SECRET PROCESS of coating the ingredients permits the blending of vitamins and minerals which formerly could not be combined successfully. This requires 31 separate steps, each checked carefully by laboratory tests. The result:

UNSURPASSED retention of potency and stability. *Positive potency protection.*

ONLY REXALL scientists produce the new, one-tablet Super Plenamins. Only Rexall Drug Stores sell Super Plenamins.

HERE'S EXACTLY WHAT YOU GET IN EVERY TABLET OF NEW SUPER PLENAMINS

Vitamins A, B1, B2, B6, B12, C, D and E... folic acid, niacinamide, pantothenic acid, liver concentrate... and 12 minerals: iron to protect against anemia caused by iron deficiency; iodine to help guard against simple goiter; calcium and phos-

phorus to help maintain good teeth and bones when mild deficiencies are present... plus copper, cobalt, manganese, magnesium, molybdenum, potassium, zinc, nickel. No other leading brand gives you more minerals than Super Plenamins.

| VITAMINS | HOW THEY GUARD THE DIET that is deficient in these vitamins | VITAMINS | HOW THEY GUARD THE DIET that is deficient in these vitamins |
|----------|--|-------------|---|
| B1 | (Thiamine) guards against neuritis and nervous upsets by promoting proper nervous system functions. Aids utilization of carbohydrates. Stimulates appetite | A | Helps maintain resistance, promote cell growth, prevent night blindness |
| B2 | (Vitamin G; Riboflavin) acts as oxygen carrier for proper utilization of food, especially carbohydrates | C | Prevents scurvy. Guards against gum diseases and gingivitis |
| B6 | Helps the body utilize proteins and fats | D | Helps prevent rickets and encourages strong bones and teeth in children |
| B12 | Effective, along with folic acid and iron, in stimulating the formation of red blood cells | E | Helps regulate cell metabolism |
| | | FOLIC ACID | (Vitamin M) helps stimulate cells of bone marrow to normal function |
| | | NIACINAMIDE | Guards against pellagra and certain skin disorders |
| | | PANTHENOL | Aids in the proper utilization of other vitamins |

Rexall Drug Products are Guaranteed to Give Satisfaction or Your Money Back

And Save At Your **REXALL** Drug Store

Free!

Rexall ASPIRIN

Bottle of 24 With Any of These Six Cough and Cold Remedies



REXALL LIQUID CHEST RUB
2 oz. Only
79¢
Creamy liquid quickly relieves surface congestion and minor soreness associated with colds.



REXALL LOZOTHRICIN THROAT LOZENGES. Cherry-menthol flavored—give 2-way relief from coughs due to colds. Relieve pain, inhibit many bacteria.
Box of 12
69¢



REXALL OTHOTHRICIN MOUTHWASH AND GARGLE
1/2 Pint Only
98¢
Antiseptic, antibiotic; soothes throat, freshens breath, inhibits growth of many bacteria.



REXALL NASOTHRICIN NOSE DROPS. 2-way action—relieve nasal congestion and inhibit growth of many bacteria. With dropper.
1/2 oz. Only
69¢



REXALL CHERROSOTE COUGH SYRUP. Time-tested formula soothes "tickling throat," loosens phlegm, and relieves irritation.
1/2 Pint Only
98¢



REXALL BIOKETS THROAT TROCHES. Pleasant tasting—contain pain-relieving ingredients and Tyrothricin to inhibit many bacteria.
Bottle of 15
69¢

SAVE \$12.00

LUXURY ELECTRIC BLANKET

\$29.95 Value
NOW ONLY \$17.95 tax incl.



The buy of the year! Full 72" x 84" double bed size. Luxurious wool surface, satin-bound, washable. Blue or rose. UL Approved. Same with dual control. \$36.95 Value, now.....\$23.95 Tax incl.

SAVE MORE THAN 1/2

CHRISTMAS CARDS

Box of 50—\$2.50 Value

NOW ONLY 98¢



"VALUE BOX" CHRISTMAS CARDS
Less than 2¢ a card! 2 each of 25 new designs, many with special attachments.
Imperial Box. 18 Christmas Cards, extra large size, deluxe treatments.....79¢
Gold Aristocrat Box, 16 smart cards.....59¢

CHECK THESE MEDICINE CHEST NEEDS

REXALL M-31 ANTISEPTIC



Amber-color mouthwash, breath-deodorant, gargle and multi-purpose antiseptic. Kills contacted germs when used full strength.
Full Pint.....**79¢**

REXALL POLYMULSION

Pleasant, orange-flavored multi-vitamin preparation for children. Contains vitamins A, C, D, B₁ and B₂. Mixes easily with formula. Pint....**\$3.59**



REXALL ASPIRIN FOR CHILDREN



Orange-flavored, pleasant-tasting to children. 1-grain tablets relieve simple headache and discomfort of colds.
Bottle of 50 tablets.....**35¢**

REXALL KLENZO ANTISEPTIC



The ruby-red antiseptic mouthwash and gargle. Kills contacted germs quickly when used full strength. Quickly relieves minor mouth irritations; sweetens and freshens the breath.
Full Pint.....**79¢**

REXALL ANAPAC COLD TABLETS

For quick, effective relief from the symptoms and discomforts of common colds. Contain all three proven APC ingredients—**aspirin, phenacetin and caffeine**—plus antihistamine! Give relief at every stage—from first sniffles to full-fledged cold.
Bottle of 36.....**98¢**
Bottle of 15 Tablets.....**49¢**



MINERALIZED B-COMPLEX VITAMINS



9 important B vitamins including red crystalline B₁₂, plus liver, iron, and vitamin C, combined with 11 mineral trace elements. Provide important dietary protection. 100.....**\$5.95**

MONACET APC TABLETS

Help relieve headaches, discomforts of colds. Time-tested formula of aspirin, phenacetin and caffeine.
100 for.....**79¢**



MULTI-VITAMIN FORMULA V-10 WITH RED VITAMIN B₁₂



Pleasant-tasting liquid provides vitamins B₁, A, D, B₂, and B₁₂—plus iron. Ideal for convalescents. Pint,.....**\$1.98**

SPECIAL

RODIER Men's 7-Jewel WATERPROOF WRIST WATCHES

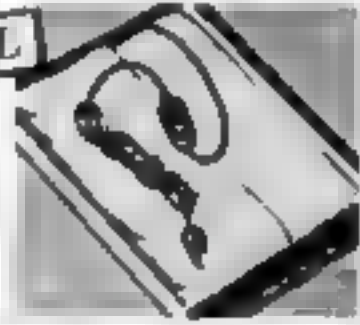


An exceptional buy! Accurate, sturdy. Guaranteed indestructible mainspring. Chrome cases, stainless steel links. Luminous dials, unbreakable crystals.

With leather strap, \$12.95 Val. **\$8.95** Now Only
With Stainless Steel Band, \$13.95 Val. **\$9.95** Now Only

SPECIAL

ELECTREX HEATING PAD



3-speed wetproof pad with two thermostats (won't interfere with radio or TV). Removable green flannel cover. 7-ft. cord with switch. UL approved.

\$5.49 Value
Only \$4.98

SPECIAL

CARA NOME PERFUMED LOTION

PLUS 2 BIG CAKES COMPLEXION SOAP



(Choice of Cara Nome, Springwood or White Musk fragrances).

In Gift Box House **\$1.69**
Regular \$2 Now

Cara Nome Color Shampoo. Lovely, lasting color in 15 minutes. In your choice of 12 attractive colors, \$1.25
Cara Nome Natural Curl Permanent. 4 types, including one for children, each.....\$1.50

SAVE ON THESE FAMILY BARGAINS

INFRA-RED HEAT LAMP, REX-RAY DELUXE

Built-in reflector concentrates heat. Exclusive dark amber glass filters 92% of glare for greater eye comfort. Regu-
lar \$1.79; Now **\$1.19**



Rexall Aspiroids. Cold capsules. 36, 79¢
Rexall Analgesic Balm. Rub on to relieve minor muscular aches. 1-oz. tube, 65¢
Rexall Antihistamine Tablets. 15, 49¢
Rexall Aqueous Nose Drops. 1 oz., 49¢
Rexallana Cough Syrup. 4-oz. bottle, 59¢
Rexall Tiny Tot Aspirin Tablets. 1/2 gr., raspberry flavored, 100 for.....35¢
Kantleek Deluxe Water Bottle. \$3.25
Kantleek Combination Syringe, \$4.50
Rexall Stork Nurse. Complete nursing unit holds 8 oz. 35¢ each...3 for \$1.00
Defender Plastic Nose and Throat Atomizer, for all solutions.....\$1.50
Rexall Plastic Quik-Bands. Waterproof adhesive bandages. 33.....39¢

KLENZO FACIAL TISSUES



Fine quality facial tissues—soft, strong, absorbent. Buy a good supply now at this exceptional low price.
Boxes of 300, now **3 for 63¢**

Rexall Cotton Balls. Handy for many household uses. Sterilized. 200 for.. 59¢
Rexall Saccharin Tablets. 1/4 gr. Bottle of 1000, only.....\$1.08
Rexall Pro-Cap Adhesive Tape. Tri-wide—1/4", 1/2", and 3/4" widths on 1 spool. 5 yards.....59¢
American Custom Chocolates. Creams, cordials, chewies, nuts. 1 lb. box...\$2.25
Gales Milk Chocolate Honeycomb Chips. Tasty, crunchy. 8 oz., reg. 59¢; 49¢
Kitchen-Fresh Cottage Chocolates. Choice selected assortment. 1 lb.....\$1.30
2 lbs.....\$2.60
Sweet'n-ets Sprinkle. Sugar substitute. Non-fattening; no bitter after-taste. 2 1/4-oz. shaker, equivalent 200 tsp. sugar.....98¢

ACID INDIGESTION?

Buy these 3 now and Save



Bisma-Rex Antacid Powder is Rexall's exclusive formula for quick, prolonged relief from acid-indigestion. Neutralizes excess stomach acidity; soothes irritated stomach membranes. 4 1/4 oz. family size, 89¢; Bisma-Rex Mates, easy-to-take antacid tablets, 89¢ home bottle of 75; plus 10¢ pocket tin of 8.

TOTAL \$1.88
VALUE

BUY ALL 3 FOR ONLY

\$1.49

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Co., Los Angeles 34, California.

SAVE \$1.00

Ann Delafield's ALL-PURPOSE DEEP CREAM



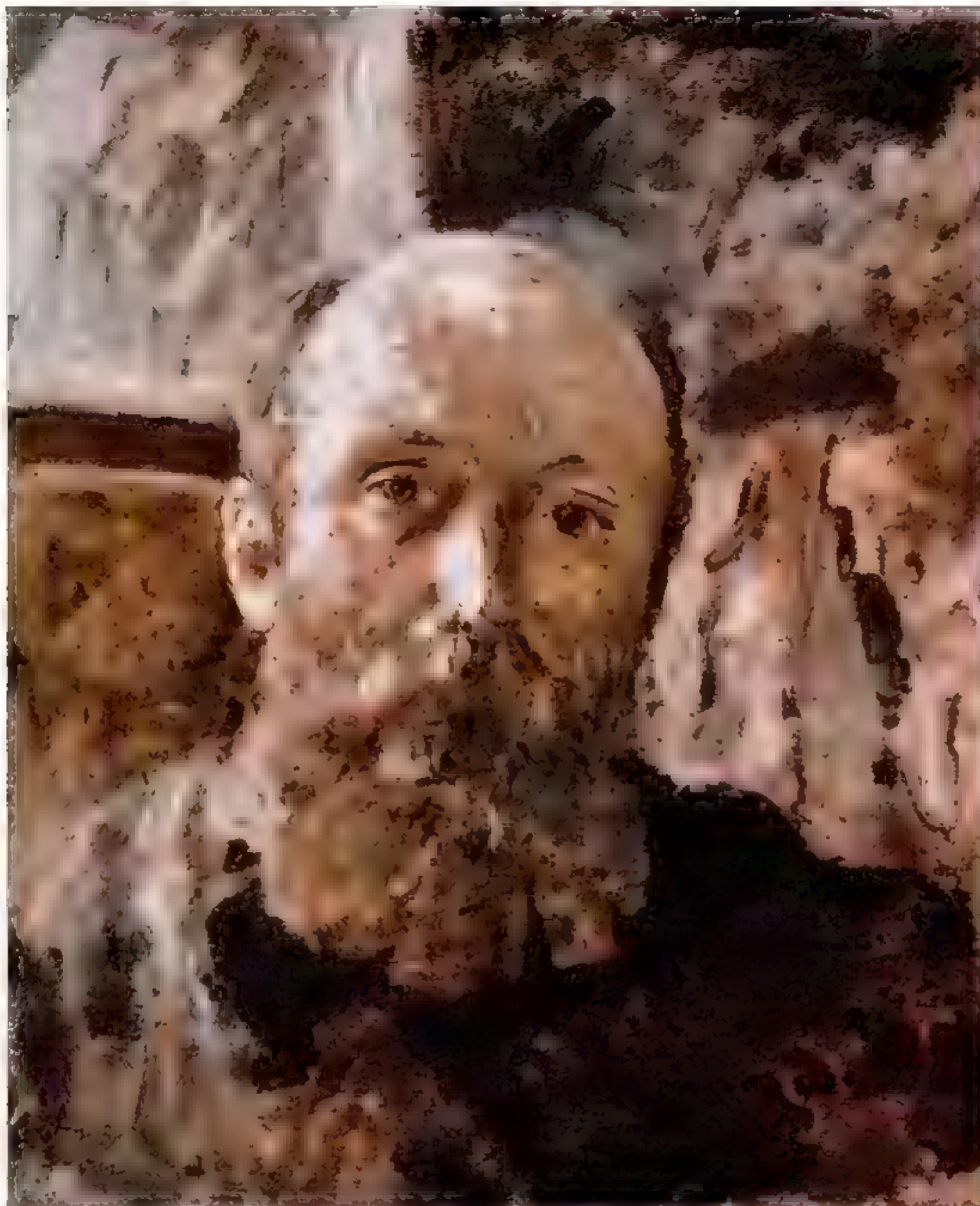
All you need for complete complexion care. This single, triple-duty cream penetrates, deep-cleanses and deep-lubricates through the night—and gives your skin a fresh glow of new beauty. Unusual value! Buy now.

Ann Delafield Reducing Plan for Women, \$6.95; Ann Delafield Reducing Plan for Men, \$3.50



You Can Depend on Any Drug Product that Bears the Name Rexall

COLLECTION MR. AND MRS. DONALD S. STRALEY, NEW YORK CITY



PAINTER'S FAMILY (opposite page), his mother and sister, are recurrent subjects of Vuillard's art, woven into his painted patterns as they were into the simple routine of his life. His mother was a dressmaker, his sister the wife of his best friend, the painter K-X Roussel.

THE ARTIST captured his own thoughtful gaze in a self-portrait of 1903 which seems to confirm his remark, "I have never been anything else than a spectator." The cut of his reddish beard won him the nickname of "the Zouave" because it resembled that of Algerian soldiers.

Vuillard

A NEGLECTED PAINTER OF A GENTLE WORLD REGAINS HIS LOST FAME

In 1889 a young man with gentle eyes and a grave countenance joined a Paris revolt. The young man was Edouard Vuillard and the revolt, like so many that had kindled Paris, was launched by some zealous painters. Calling themselves the Nabis (from the Hebrew word for prophet), they advocated a boldly decorative, symbolic approach to art. Everywhere the artists—among them Pierre Bonnard (*LIFE*, July 19, 1948)—propounded their theories and always Vuillard sat by listening.

At home, Vuillard began to adapt the theories to the world he knew best—a quiet world presided over by his widowed mother, filled with simple furniture, enclosed by familiar flowered walls. These paintings, adventurous in their arrangement of patterns and their mingling of colors, incorporated the new

decorative ideas while preserving a respect for the homely realities of everyday life. This sensitive combination of originality and tradition brought Vuillard rapidly to the attention of leading French art patrons and dealers. By the time he was 30, he was the most famous of all the Nabis.

But Vuillard could not maintain a spirit of revolt and daring. A shy, detached bachelor who seldom ventured far beyond his home, he began to grow conservative and his art prosaic. He was soon eclipsed by more inventive modern painters and when he died in 1940 at the age of 72, the world barely noted his passing. But fame has gradually come again to Vuillard. This year he was honored by exhibitions here and abroad, and critics now hail the gentle, intimate works of his youth as "little masterpieces."



MUSEUM OF MODERN ART

COLLECTED BY MR. AND MRS. HARRY LYND BRADLEY IN 1905



GARDENS in the back-
yards ranging behind the
buildings near the Rue de
la Tour in Paris could
be seen from the window
of Vuillard's studio. The
sunny jumble of trellises
and sheds made a colorful
patchwork which the art-
ist recorded around 1905
in free, dancing strokes.

COLLECTION MIE AND MRS. RALPH F. COLIN, NEW YORK CITY



SYMPHONY IN RED was audacious experiment of 1893 in which Vuillard combined conflicting tones of red in resonant harmony. It suggests the "odalisques" Matisse was to paint many years later.



THE MEAL, shared by Mme. Vuillard and grandchild, was painted about 1899. Such ordinary events were invested with fresh charm by Vuillard who delighted in catching exact gestures and subtle tones.

COLLECTION, HENRY P. HOLMANN, PHILADELPHIA

Sensations and fusions

During the 1890s Vuillard was swept into a busy creative world of artists, writers and theater people. He painted wall panels for private homes, designed sets for plays, drew advertisements for a literary magazine. Wherever he went, he jotted down in a notebook little sketches of people and objects he observed about him. These were transformed into vivid, decorative images in his paintings. In an artful fusion of animate and inanimate, he created complex patterns resembling a florid tapestry. Vuillard's acute feeling for patterns grew out of his association with the dressmaking environment of his mother. Continually under his eye were the bolts of flowered silks, the satins, ribbons and colored threads spread in casual clutter about their small apartment. With his vision thus trained, Vuillard devoted himself to recording what he called the "small sensations" of color and form that he found within the narrow bounds of his life.





COLLECTION JACQUES LA ROCHE - PARIS 5

HOUSE OF MALLARMÉ (*oil on canvas*), symbolist poet who inspired the Nazis, was in Pont de Valmy east side Paris. A. J. M., who often attended Mallarmé's literary soirees, painted four views of his home.

BENCH IN A PARK (*oil on canvas*) is setting for another portrayal of one of A. J. M.'s favorite themes, the tender relationship between young people and old as they engage in a sort of exchange of confidences.



COLLECTION GEORGES REYARD - PARIS



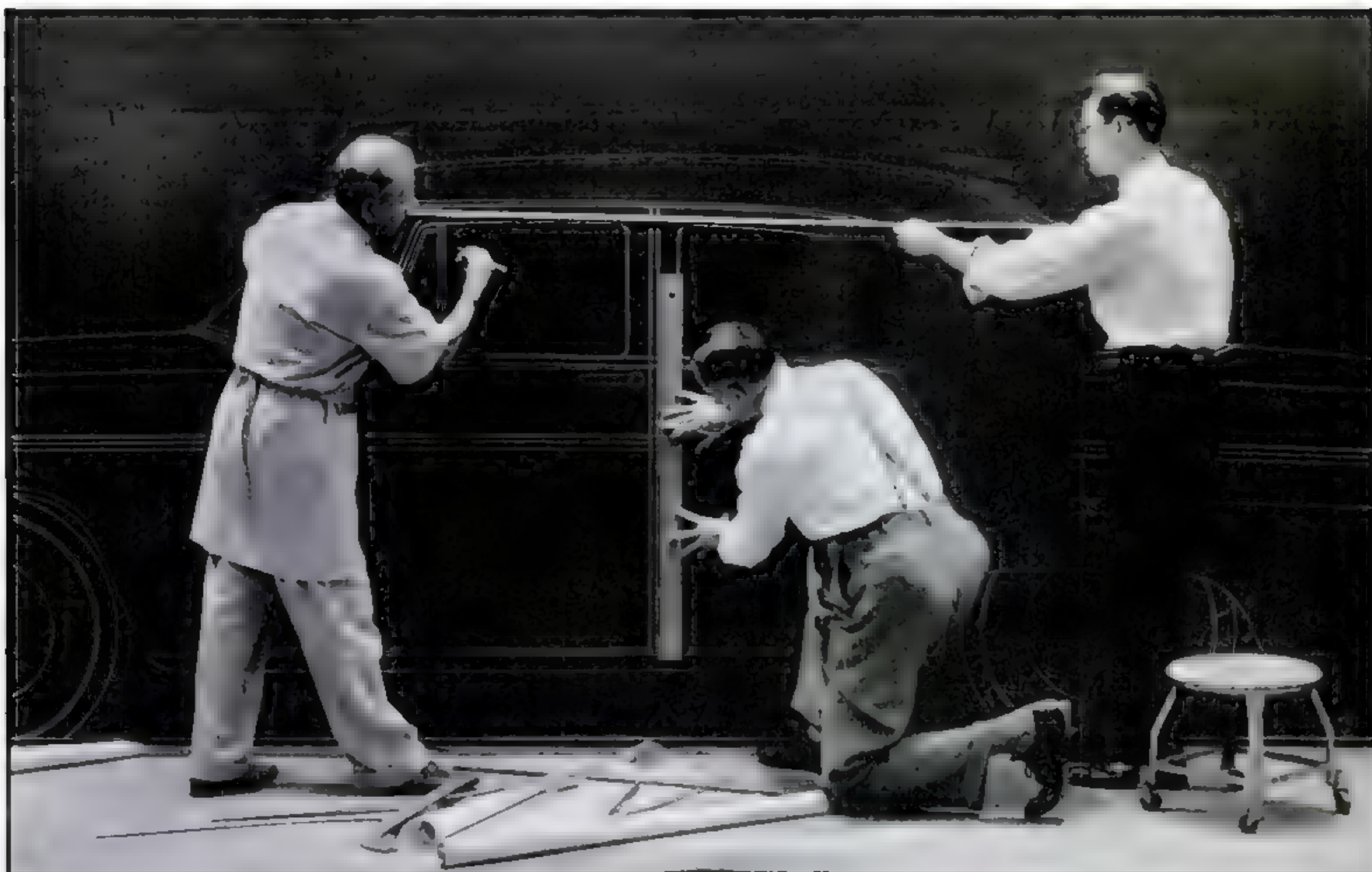
VUILLARD'S PATRONS, Thadée Natanson and his wife, often entertained the Nabis in their flamboyant home. At one such gathering in 1897 Vuillard painted them in attitudes of shadowy reverie.



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L. L. Calhoun President



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ON MORNING TRIP TO TOP, BILLY, 17, JOHN, 14, AND CARL, 10, LOOK OUT FROM HOMEMADE AIRLIFT CARRYING THEM FAR ABOVE THEIR HOME (RIGHT CENTER)

THE SHORTEST WAY TO SCHOOL

Three brothers who live at bottom of an isolated Idaho canyon reach the top by homemade airlift

For children with a father less ingenious than Albert Urie getting to school would be a real problem. The Urie family lives along Idaho's Snake River at the bottom of a canyon. The rim of the gorge, where a road leads out to the town of Filer and the nearest school, is an hour's ride away along six miles of precipitous trails. Billy, John and Carl make the trip to the top in a minute flat—by going 600 feet almost straight

up. They ride in a basket car which their father, who runs a trout hatchery, put together out of netted steel and juniper wood (*above*) and which he runs up and down on steel cables with strictly local power (*next page*). The ride sometimes offers such added attractions as bobcats peering out from rocky ledges. "I'd rather ride the car than I would a bike on the highway," says Carl, the youngest. "This is plenty safer."

"confidentially...
I'm bearish**"



**"bearish"—This gentleman thinks the stock market is going to go down. If he thought it were going to go up he would be "bullish".

It's amazing how many unqualified people have opinions on the market. And even more amazing how many people who should know better, listen to these opinions.

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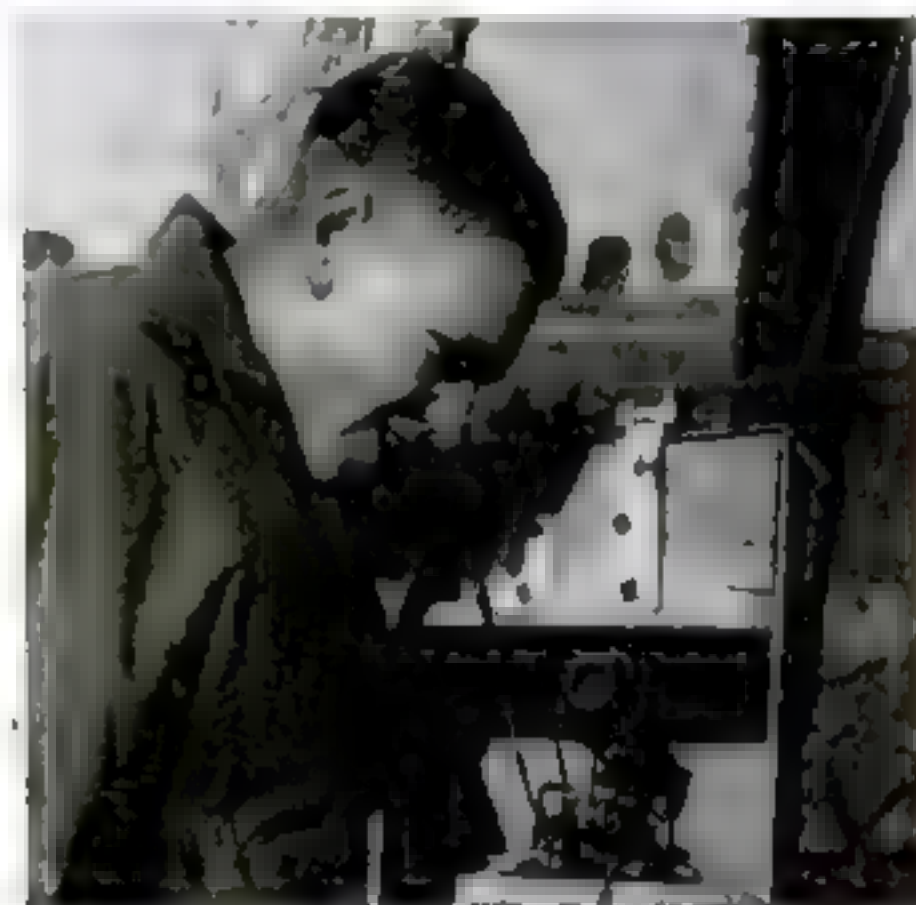
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Shortest Way to School CONTINUED



POWER FOR AIRLIFT is provided by family jeep. To raise the cable car to top of the ridge Urie backs up the jeep; to lower it he drives the jeep forward.



CALLING FOR SERVICE, Billy rings father on field phone to say boys are ready to come home.



HOMEWARD BOUND, under sign posted by father to keep sightseers from poking around, Billy and Carl offer school chums (in car) ride to canyon floor.



A Touch so light... it's a delight to use ... a new kind of electric typewriter

Here are the five chief advantages of the new Royal Electric. Check them against what you and your boss would like your present machine to do for you ... both of you.

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Immediately, you'll discover that here is a *lighter, smoother, faster touch* than found on any electric typewriter yet designed. Your Royal Representative will show you the seven major keyboard improvements that do it.

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underscore all across the page ... or make hyphens ... or space backwards and forwards over and over —*just by holding down the appropriate repeat key.*

You can't repeat too much or make a mistake, because on Royal Electric these repeat keys are independent of the regular keys. They were engineered that way for you. *A Royal Electric exclusive!*

Instant Space-Up Key. Ever been in the middle of a line and wanted to space up without reaching for the carriage knobs? The commonest situation is "Yours truly" with the writer's name about four spaces below.

All you do on the new Royal Electric is to press the *Instant Space-Up Key* and click up as many

spaces as you like. What could be easier?

Copy Control. Carbons that look like a very shaggy dog turn up in every office. Lady, relax! Sparkling carbons now are your meat with this major improvement. Just have the Royal Representative show it to you.

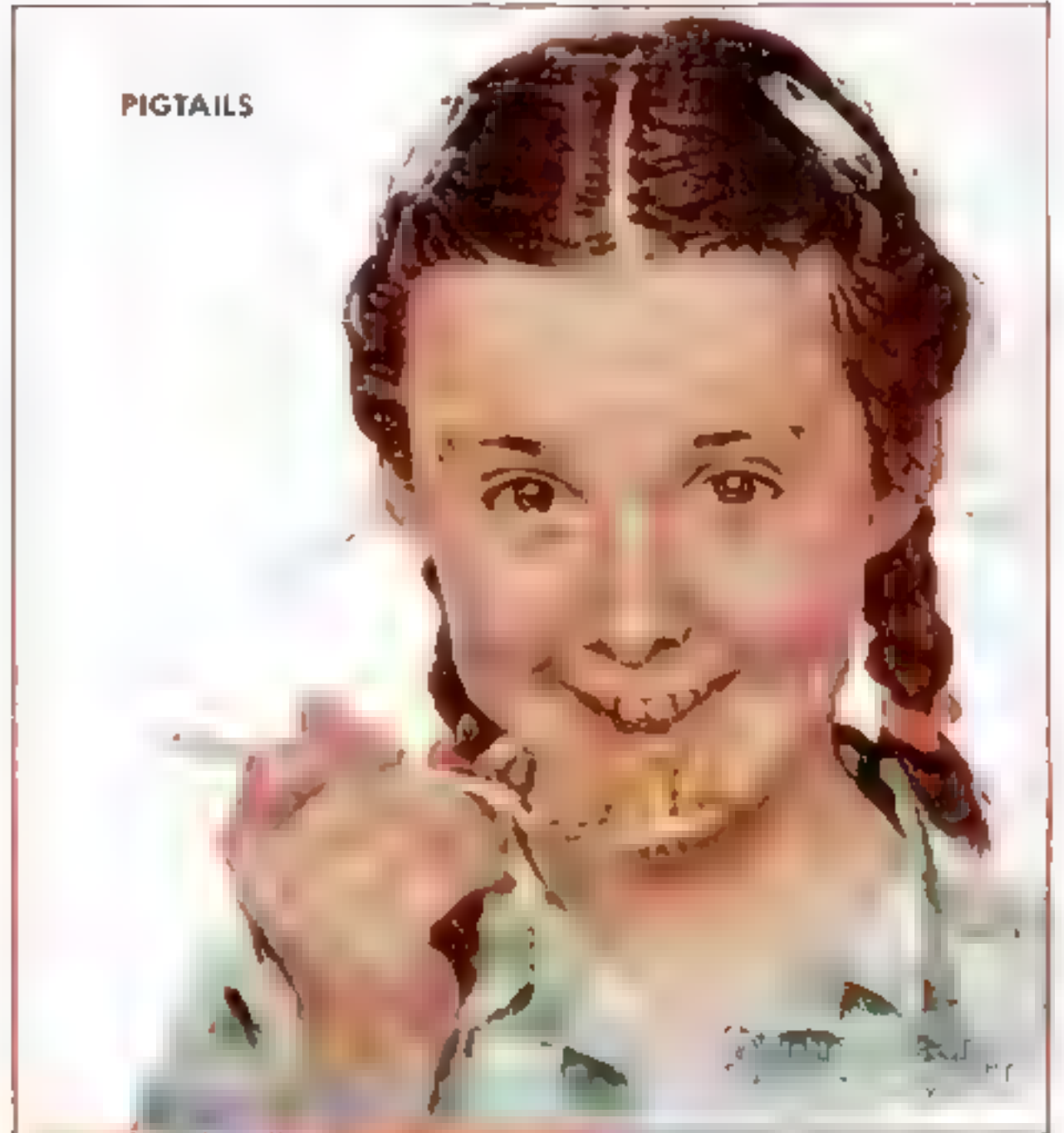
Quiet Carriage Return Mechanism. Time was when the carriage came bouncing back with a jolt that would jar your back teeth. *But not any more!* Royal's new *Carriage Return Mechanism* is the quietest, smoothest, and fastest in the field.

The New Royal Electric comes in a variety of attractive colors. Lady, they are lovely to look at ... lovely to use. Ask for a demonstration.

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Kids liked what they tasted and they've never laid down their spoons. Today and every day, Kellogg's feeds more kids (and of course, more mamas and papas, too) than any other ready-to-eat cereal company in the country.

It's a wonderful responsibility, that keeps us hopping.

We know that little appetites need to be coaxed, so Kellogg's makes everything to coax them with -- cereals in flakes, in puffs, in shreds. Some that go "Snap, Crackle, Pop." Some that are even sugar-coated. And all toasted in our radiant ovens to the last twinkle of freshness. All made to our still secret recipes with flavor that's never been duplicated. All rich in the stuff that makes little bodies shoot up and blossom and thrive.

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K for Kellogg's. K for kids.

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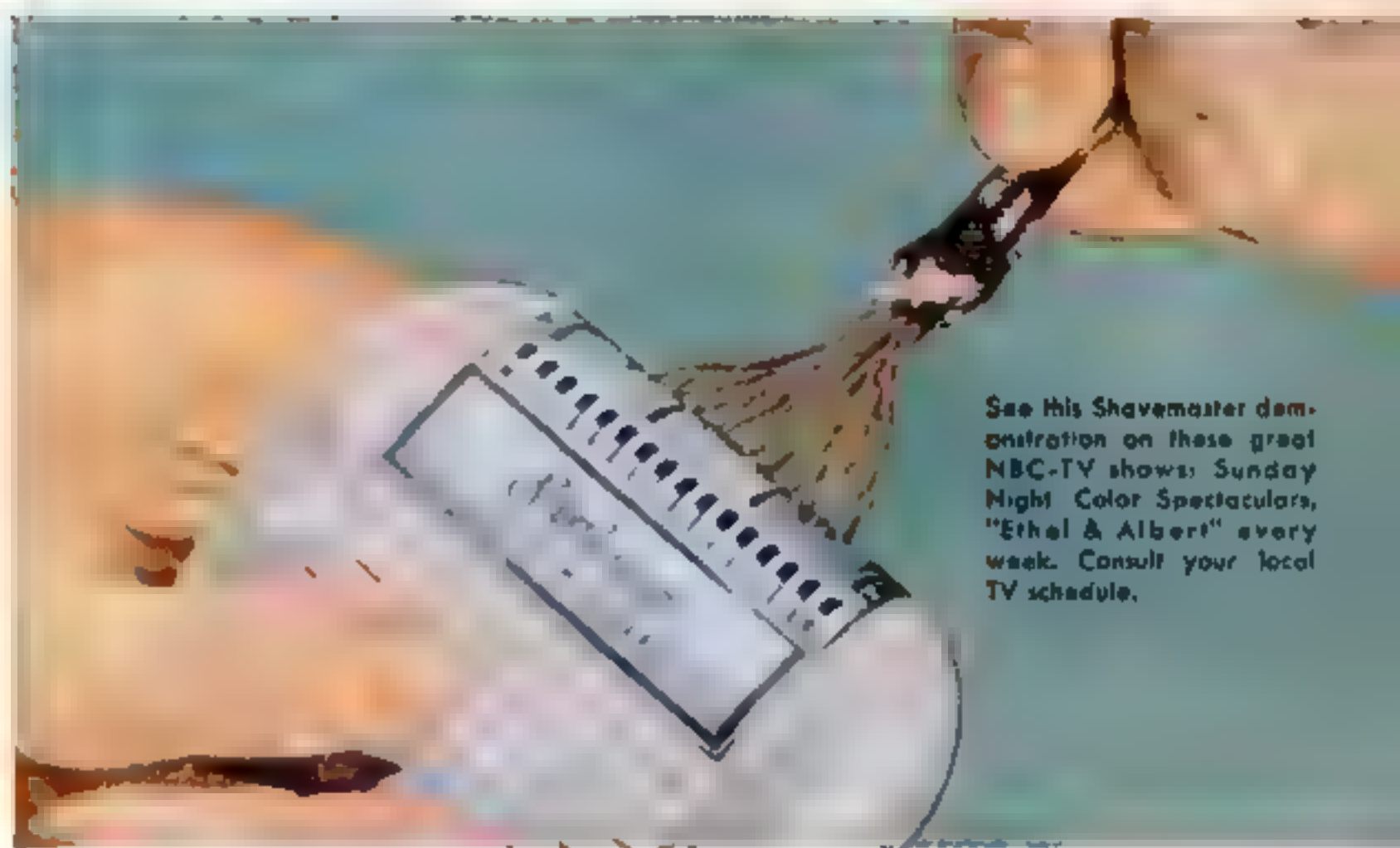
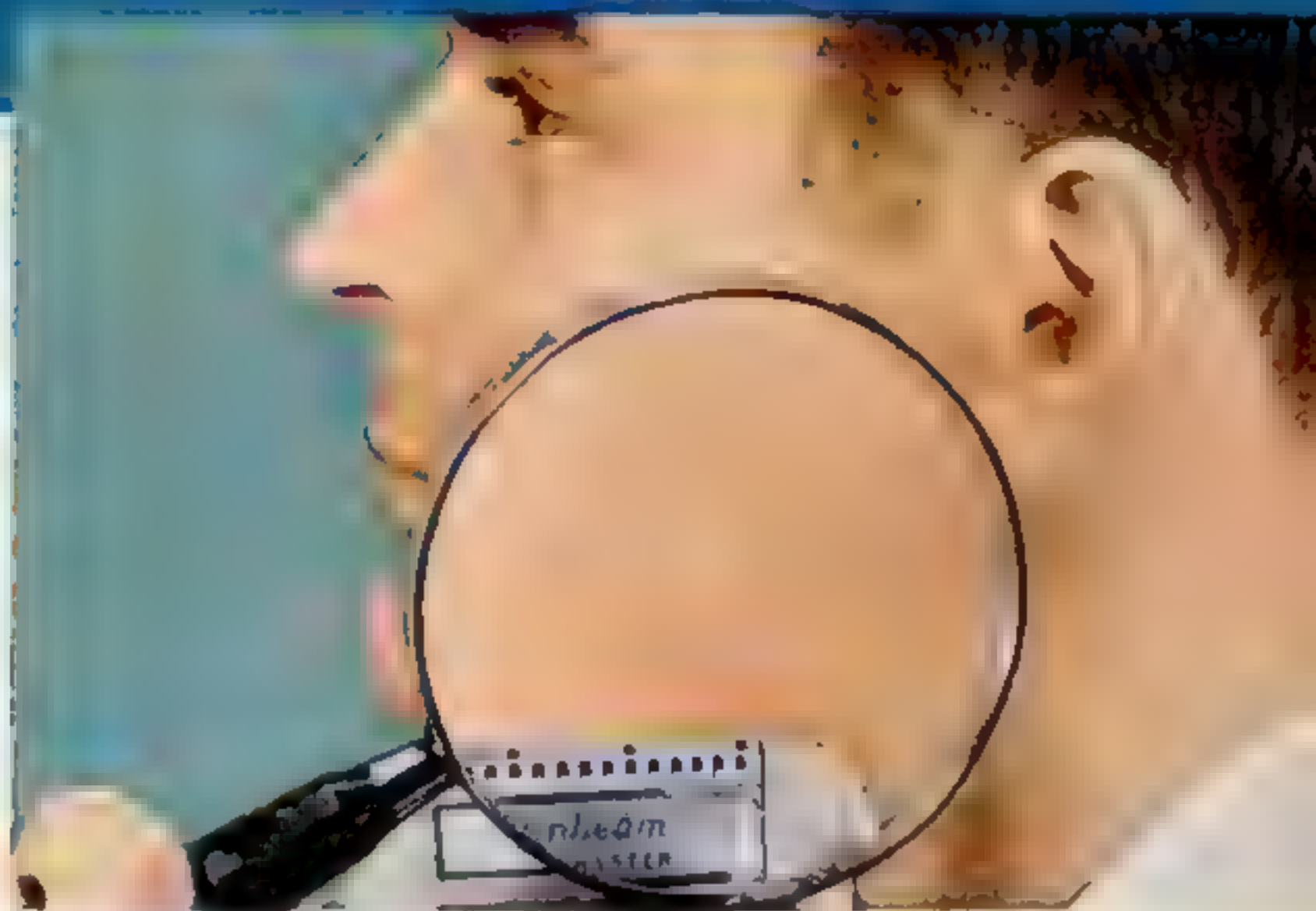
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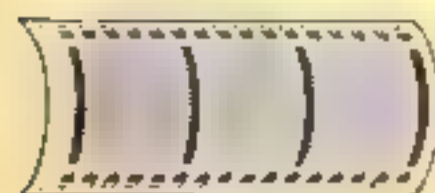
We believe that the Model W Sunbeam Shavemaster is better than any other electric shaver and that is the reason why over 4-million men have switched to it—largely on the recommendation of their friends. They are men with all types of beards, tough, medium, fine—men of all ages and occupations—men who have never before used an electric shaver, and men who have tried all leading makes. See your Sunbeam dealer today and start enjoying this wonderful new shaving satisfaction.



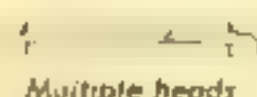
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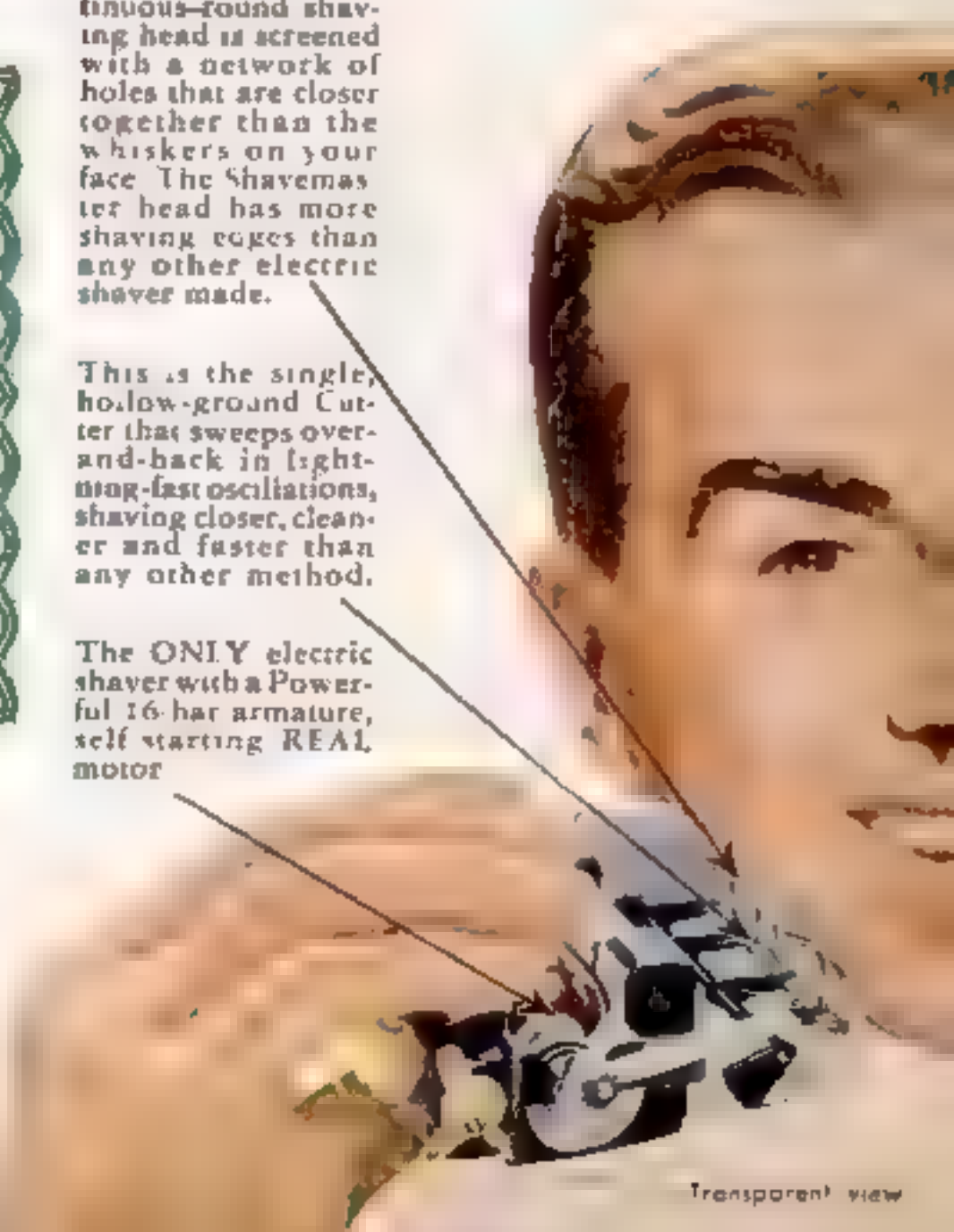
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Transparent view

A NEW BEAUTY FOR BIZET

A nonsinging Dandridge stars
in hottest version of 'Carmen'

Of all the divas of grand opera—from Emma Calvé of the '90s to Rosa Stevens—who have decorated the title role of *Carmen* and have in turn been made famous by it, none was ever so decorative or will reach nationwide fame so quickly as the sultry young lady at right and on *L.A.E.*'s cover this week. She is Dorothy Dandridge, star of 20th Century-Fox's exciting new musical drama *Carmen Jones*, an adaptation of Billy Rose's Broadway hit of a decade ago.

Daughter of a Cleveland minister and a radio star, Dandridge has been in show business since childhood, most recently as a star night-club singer (*L.A.E.*, March 22, 1953). But it is not as singer that she shines in *Carmen Jones*. Producer-Director Otto Preminger decided to dub in trained operatic voices for most of the leading roles in Georges Bizet's exacting musical score, which is made still more difficult by Oscar Hammerstein II's superimposed modern plot and slangy American lyrics. As a result, Miss Dandridge is the first operatic *Carmen* who never really sings a note, but she succeeds brilliantly in the straight dramatic role of the rose-toting wanton who tempts an honest soldier into deserting, and then jilts him. With an enthusiastic all-Negro cast, including Harry Belafonte and Pearl Bailey, the new *Carmen* will probably make more friends for opera in America than any attraction since Enrico Caruso.

IN SKIMPY DRESS she wears as *Carmen* Dorothy Dandridge rests between movie takes but remains in character as a hot-blooded temptress.

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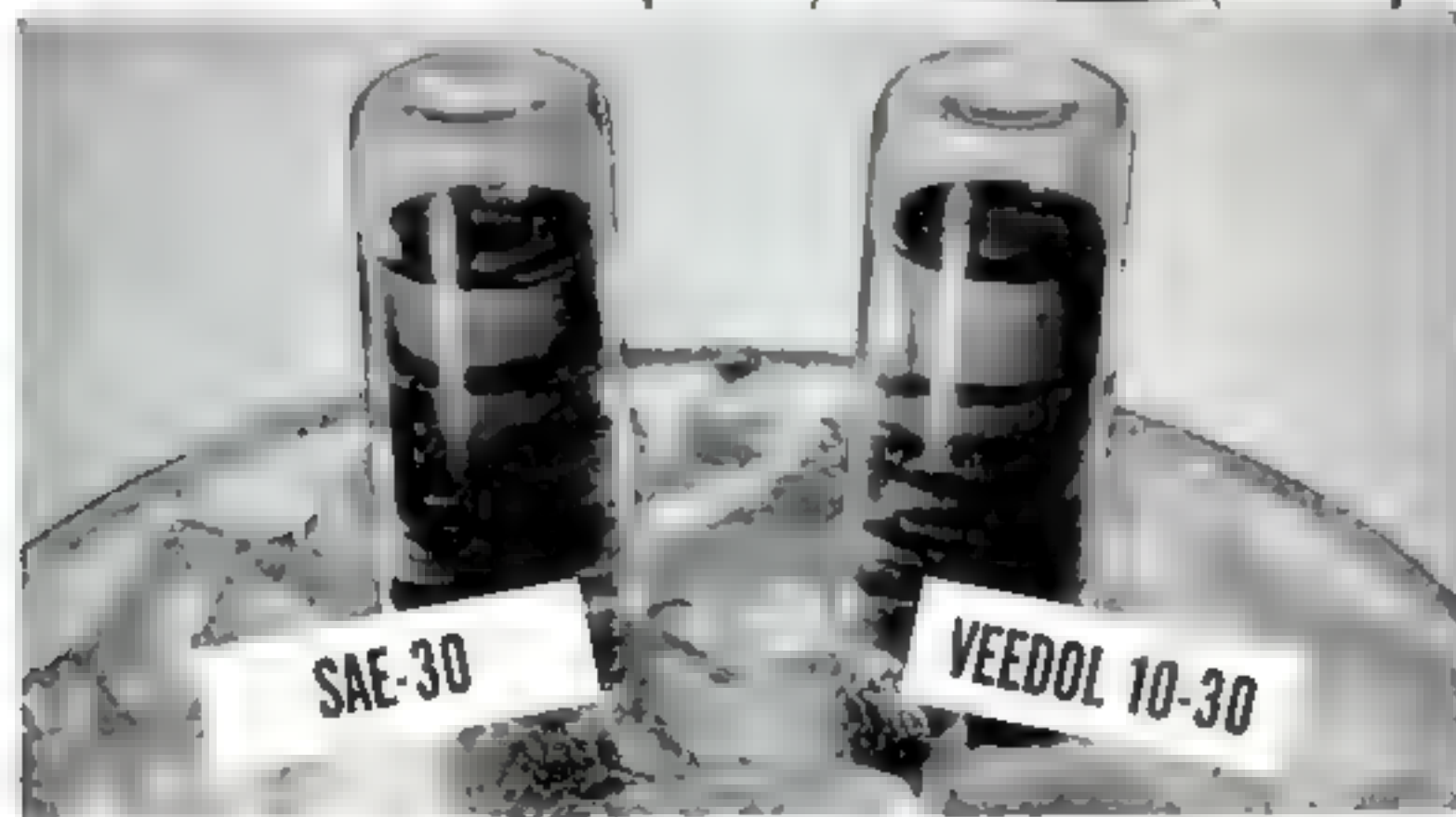


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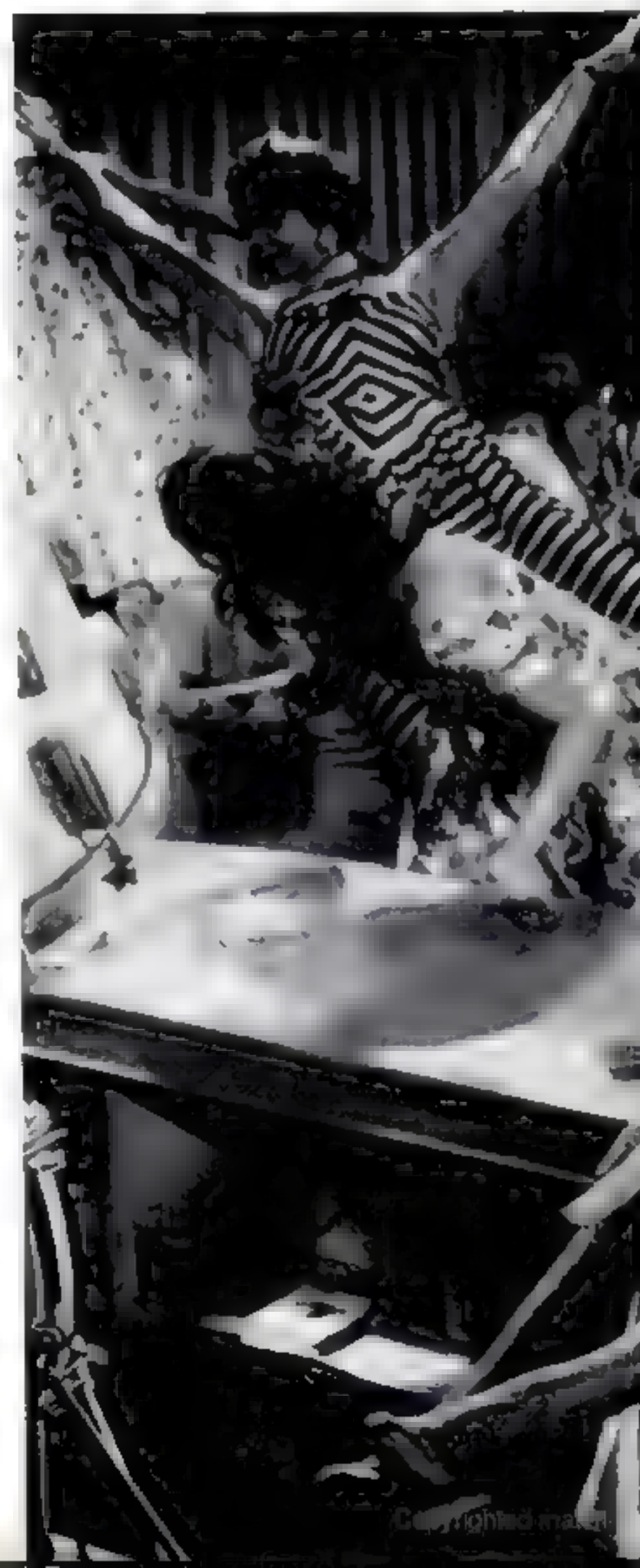


TIDE WATER ASSOCIATED OIL COMPANY

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PEARL BAILEY stops the show from atop a bar in *Best Out That Rhythm* on a Dram number counterpart of *Gypsy Song* in Bizet score. Her voice was one of the few not dubbed.





'Carmen'

CONTINUED

FIERY CARMEN mauls a fellow worker in parachute factory. A soldier is detailed to take her to jail, but she ramps way to freedom and soldier is jailed for allowing her to escape.



CONTINUED ON NEXT PAGE



3 quick tricks to eye beauty

① With Maybelline soft Eyebrow Pencil, draw narrow line across upper eyelids, at base of lashes, adding short up-stroke at outer corner. Soften line with fingertip.



② Next, use short, light upward strokes of the Maybelline Eyebrow Pencil, to form beautiful, expressive brows. Taper lightly at outer end. Soften effect with fingertip.

③ Apply smooth Maybelline Mascara from base to tips of lashes, brushing upward. (Hold a few seconds to set "up-sweep.") For an extra touch of mysterious eye beauty, blend a bit of Maybelline Eye Shadow on upper lid.



The world's smartest women depend on Maybelline soft eye make up for heart-stirring beauty. Today, let Maybelline magic bring out the unsuspected loveliness of your eyes!

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| 30 | 1.13 |
| 35 | 1.30 |
| 40 | 1.58 |
| 45 | 1.96 |
| 50 | 2.47 |

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MEAT SITUATION

November, 1954

In this Thanksgiving month, one of the things for which we can be thankful is one of the biggest meat supplies our country has ever enjoyed—in all its history.

November promises to be an abundant month. It's a time when cattlemen send their steers to market ahead of the fall snows—a time farmers market their grown-up porkers to make way for a new crop of fall-born piglets.

Bargains are plentiful, too, now that seasonal pork supply has almost caught up with beef. It's hard to predict which will be the better buy. One day pot roast may be a better value than pork loin roast. The next it may be the other way around. Stores are offering good buys in lamb, too.

Best tip for shoppers is to watch the food pages of your daily paper—compare values in your meat man's counter each time you shop.

November 11 to November 20, meat markets throughout the country will be featuring ground beef. At the same time, food editors will be featuring new recipes and new ideas for good and glamorous hamburger dishes. Watch for them.

Two of the best cuts for grinding are beef chuck and boneless beef stew. They're several cents-per-pound less than round steak, and are every bit as flavorful and nourishing.

If ground round steak is your favorite, try the "heel" of the round. Cuts from it are too small for steaks and frequently sell for less.

Chopped beef has led to the invention of more new dishes than any other meat. Now is the time to make some of your family's favorites—meat loaf, spaghetti with meat sauce, chili, hamburger-and-vegetable skillet meals and casseroles.

And don't forget the easiest-to-fix, handiest-to-eat main dish of them all—hamburger on a bun. Make 'em often, make 'em thick.

AMERICAN MEAT INSTITUTE

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'Carmen' CONTINUED



CRYING ON STREET, Cindy Lou (Olga James) mourns the loss of her lover to Carmen in *My Joe*, modernized version of Bizet's famed *Micaëla's Air*.



CHEERING AT RINGSIDE, Carmen and friend rejoice over victory of a boxer, counterpart of Bizet's torreador for whom Carmen deserts her soldier.



DEATH IN CLOSET overtakes Carmen when she refuses to rejoin Joe (Harry Belafonte) who, having deserted the Army for her, now strangles her.



Copy. 1964 by Waco Products Company

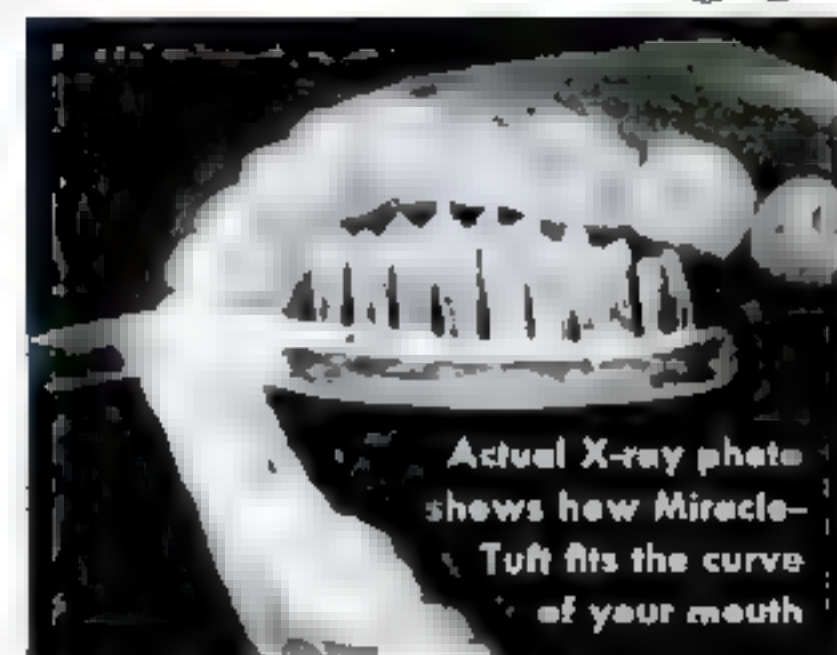
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Its bristles don't come out

(Except with a tremendous pull !)

Hold this Miracle brush up to the light! Notice the tiny metal staples that "anchor" the bristles of the Dr. West's to the brushhead and prevent their working loose when you brush. This hidden feature of the Dr. West's is but one of many that makes for long life. Now see actual dental X-ray proof that

Dr. West's fits your dental arch. The gently curved brushhead corresponds to the curves inside your mouth. Thus, the bristles can and do clean all the hard-to-get-at places. Look for Dr. West's Miracle-Tufts in their famous glass tubes. Only *this* toothbrush comes hygienically sealed in glass, germ-free.



Actual X-ray photo shows how Miracle-Tuft fits the curve of your mouth



MATHEMATICS BY THE YARD

SCIENCE'S SYMBOLS DECORATE FABRICS

Instead of cabbage roses at the windows and stripes on the sofa, refurbished homes this year are likely to have abstract scientific formulas framing the view and molecular structures to sit on by the fireside. While simple geometric symbols such as diamonds and rectangles were used in ancient Greek mosaics and Indian rugs, it is only now that fabric designers have gone into more complex scientific fields for patterns. The mathematical formulas and symbols they are using make their new fabrics, wallpapers and carpets (next pages) look like lessons from a geometry or physics text.



The 30 samples of mathematics by the yard above are all available for home decorators this fall. They cost from \$3.50 to \$12.75 a yard. Most are printed on linens, fine heavy cotton or silk and all of them come in several color combinations. "Geometric prints," says one designer trying to explain the new trend, "are a reaction against flowers and fruits, which are more distracting than ellipses, diamonds and rectangles." The bigger, bolder patterns are best with contemporary architecture and furnishings but the small patterns look fine in both traditional and contemporary settings.

A GUIDE TO THE FABRICS ABOVE

Left wall fabrics: at bottom are *Pythagoras* (left), Knoll Textiles, and *Trapezoid*, Laverne Originals. Top: *Arcelle* (left), Elenhank Designers; *Penary Condo*, Seymour Fabrics. Back wall: top (from left), *Eyes Right*, L. Anton Marx, Inc.; *One Way* by Alexander Girard for Herman Miller; *Fluctuations*, Laverne Originals. Middle row (from left), *Rain*, Herman Miller; *Stella* by Angelo Testa, in front of *Strings and Things* by Ruth Adler; *Architectural* (blue design), Elenhank; *Diamonds* (orange at right), Knoll. Bottom row (from left), *Semi Circles*, Creative Looms; *Big Wheel* and *Little Wheel* (behind

boy's leg) by Ben Rose. Right wall: top, *Semaphore* by Adler-Schnee Associates; *Diamond Cage* by Paul McGilly for F. Schumaker and Co.; *Infinity* by Pierre Klevkamp. Bottom row, *Elements*, L. Anton Marx; *Spot Check*, Schumacher; *Country Fair* by Ruth Adler; *Helios*, Schumacher. Overhead (from left): *Buttons*, Elenhank; *Glassmosaic* by Viola Grayson; *Time Capsule* by Ben Rose; *Scherzo* by Silkar Studios. Right of girl: *Enlata* by Angelo Testa, behind it to left, *Dot Dash Dot* by Herbert Bayer, and below it, *Perspectives* by Marion Heuer. Behind boy, left of blackboard, *Einstein's Formula* by Ben Rose.



When You Shop for *Beautiful Things*

So many things of beauty are made of gold—or look like they are made of gold. How can you be *sure*—how can you tell the true gold content—how can you tell whether there is *actually* enough gold to represent *real* value? There is one easy way—ask to be shown the Gold Filled Mark of Quality. What is Gold Filled? Basically, it is *strengthened* karat gold—with all the precious beauty of karat gold, made stronger and more durable by an underlying layer of sturdier metal.

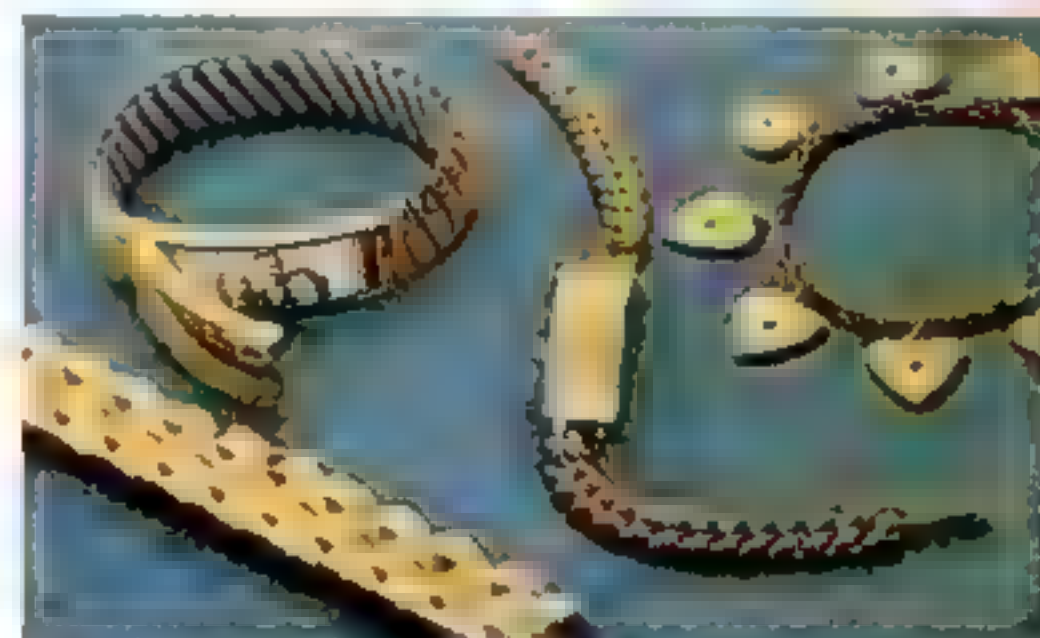
And like a mark of karat gold or sterling silver, only articles made with Gold Filled may be stamped "G. F." or "Gold Filled." This stamp, backed by U. S. Government specifications, is your *guarantee* of the gold content by actual weight—your guarantee of something more precious, more durable—something you'll be proud to own or give.



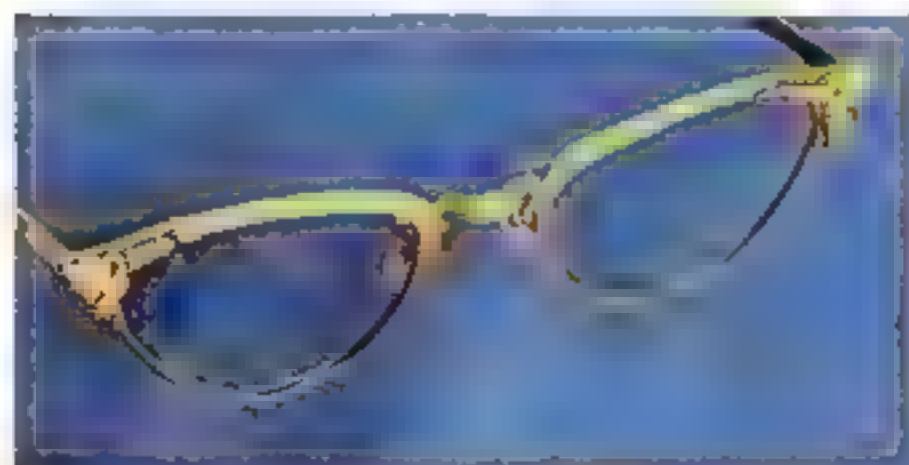
Because precious Gold Filled looks lovely, wears a lifetime and is *strengthened* karat gold, many fountain pen and lighter manufacturers make their finer products of this wonderful metal.



For greater true value—greater beauty—outstanding resistance to "wear through", America's finest watches are made in Gold Filled. To be sure, look for the "Gold Filled" Mark.



Watches and bracelets must be attractive yet tough—have the beauty of karat gold and its resistance to body acids. Naturally the best are made of Gold Filled—the *strengthened* gold.



With beautiful Gold Filled frames, glasses are, more and more, ultra "fashionable" accessories. Leading optical manufacturers make their frames from Gold Filled for eye appeal, purse appeal and non-corroding wear.

What the Gold Filled Mark of Quality Means to You

Greater true value—this mark assures you of your money's worth. U. S. Government specifications set the actual karat gold content by weight for Gold Filled—, and only Gold Filled can be so marked.

Greater beauty—no one can counterfeit the gleaming beauty of real gold, and Gold Filled is real karat gold strengthened by a layer of sturdier metal.

Greater durability—Gold Filled is *strengthened* gold. It resists *wear* or *breaking* yet the heavy gold content retains its gleaming beauty for years and years.

Greater economy—amazingly enough the much higher true value of Gold Filled does not mean much higher price. You will find many attractive items made of Gold Filled at reasonable prices.



Be sure they are made of GOLD FILLED



GEOMETRY IN WALLPAPER follows the new fabric patterns. Among the newest motifs are: *Mosaic* (top left) and *Harlequin* (top right), both designed for Pageant; *Oddity* (center left) by Laverne; *Prism Blocks* (bottom left) by McCobb and *Square Deal* (bottom right) by Angelo Testa, both for Schumacher.

CONTINUED ON NEXT PAGE



New washer can save up to 9 gallons of hot water per washing! This beauty, the Maytag Supermatic, is styled for tomorrow, engineered for long-lasting efficiency—The Maytag Company, Newton, Iowa.

MAYTAG ADVANCED AUTOMATIC

Don't put up with bra discomfort another minute...wear all-stretch



Amazing all stretch Dacron elastic is the secret of RONDEAU's supreme comfort. Now your entire bra—not just the back band—stretches with your every move. And RONDEAU gives you the high rounded look the new silhouette demands. For fashion's sake, for comfort's sake, wear all stretch RONDEAU.

#526 Every woman's favorite shown above. Sizes A cup 32-36
B cup 32-36 C cup 32-36 D cup 32-36
#538 Every woman's favorite. Sizes A cup 32-36
B cup 32-36 C cup 32-36 D cup 32-36

Both styles in white or black
At your favorite store, or write

Lilyette

Lilyette brasseries, 358 Fifth Avenue, New York 1, N. Y.

Or send coupon and we will arrange for store nearest you to fill your order.

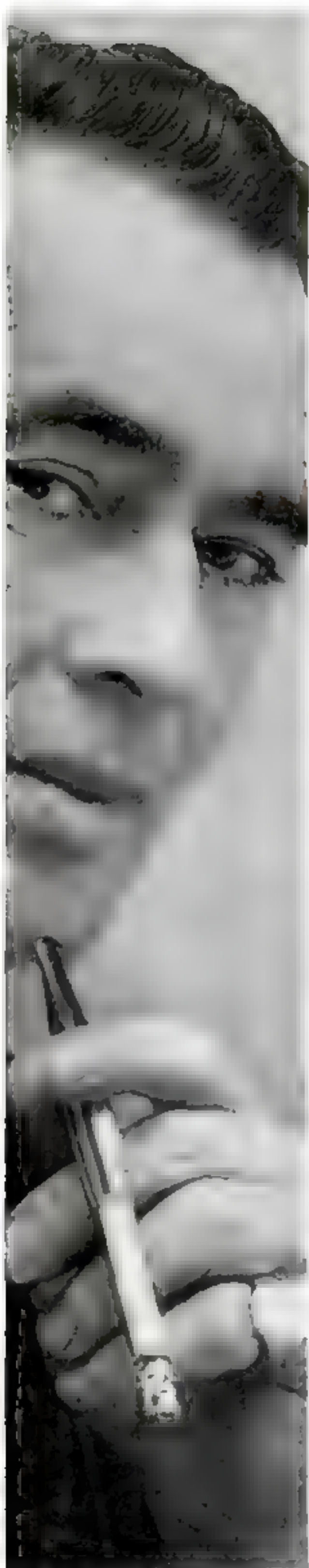
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Address _____

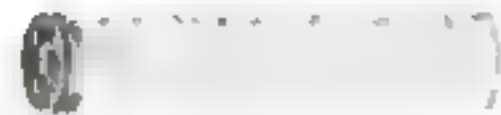
City _____ State _____ Zip _____

☐ check ☐ money order ☐ O.D.

add 15¢ to cover handling and postage



In this crystal filter



HEALTH PROTECTION NO "FILTER CIGARETTE" CAN GIVE!

Even though you smoke a "filter tip" brand—take this common-sense step to truly safer smoking:

Filter every cigarette you smoke with a Denicotea Crystal Filter cigarette holder. And see for yourself—in the Denicotea filter itself—the amazing extra protection you get!

A fresh Denicotea filter, as shown above, is crystal-clear in color. Below are three test filters—each after smoking just 20 cigarettes of leading "filter tip" brands.



Brand A



Brand B



Brand C

Each has turned brown with absorbed tars and nicotine—irritants passed by the cigarette's "filter tip," but trapped by Denicotea's dramatically superior filtering action. Proof that no matter which brand of cigarettes you smoke you'll enjoy more smoking pleasure, greater peace of mind with Denicotea!

Makes your brand—any brand—safer to smoke!



dunhill

DE-NICOTEA

CRYSTAL FILTER
CIGARETTE HOLDER



ABSTRACT DESIGN is now underfoot in new carpets with squares, circles and triangles. Lady's foot is sinking in *Maroc* by Needlepoint Rug Mills. Under it is *Bomba* by Rugcrafters, Inc.; bottom left is *Gum Drop* by Edward Fields; bottom right is *Pearls* by Count Bernadotte for F. Schumacher and Co.



A NOTICE OF GENERAL INTEREST

HIRAM WALKER & SONS, *Distillers*, respectfully inform the public at large that they have procured a satisfactory number of Elegant Glass Decanters representing a Triumph in the Art of native American glassware.

These Decanters they have caused to be filled with the choice straight Bourbon Whiskey that bears their name: Walker's DeLuxe. They believe this whiskey to be unexcelled by any other. It is made of the purest grain and has been held fully 7 yrs. in Barrels of charred Oak.

Owing to their handsome Appearance and the excellence of their contents, these Decanters are to be greatly recommended to Persons of Taste, both as Gifts and for their own Entertaining.

Those desirous of seeing and purchasing the Elegant Decanters of Walker's DeLuxe should go without delay to their customary Purveyor of Fine Liquors and inquire for

*The Hospitality Decanter
of Walker's DeLuxe*



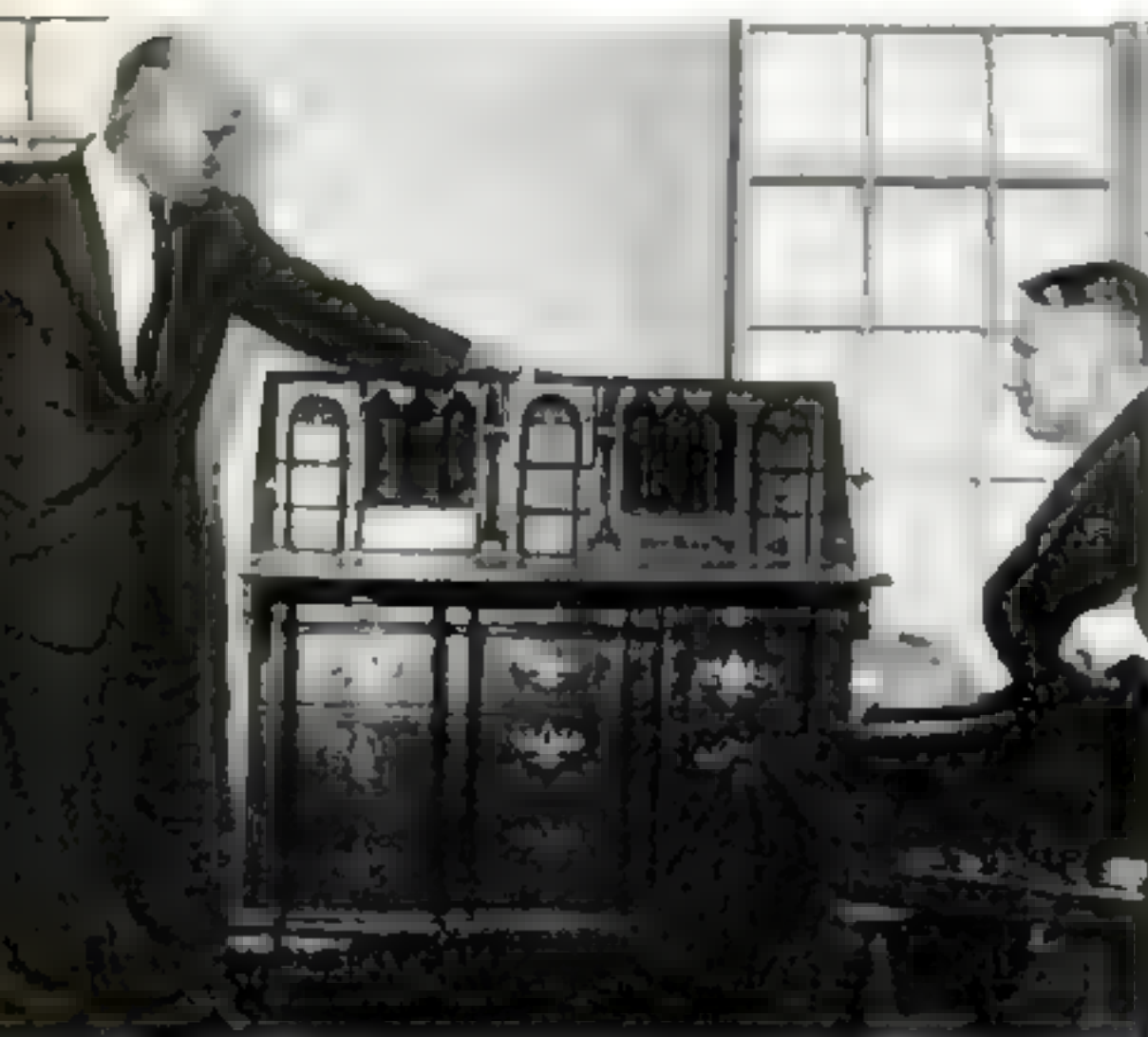
STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 90.4 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

BUSINESS

'MR. SHERATON' SEARCHES FOR SOME ANTIQUES . . .



CHEST ON CHEST, in the Chippendale style and about 175 years old, cost Henderson \$2,800. Here he discusses furnishing it with a cabinetmaker.



CHIPPENDALE SECRETARY (above) did not interest Henderson enough to buy it. But the hotel man paid \$4,500 for Chippendale mirror shown below.



IN PALACE HOTEL'S GARDEN COURT ERNEST HENDERSON STANDS BENEATH ITS CLASSIC CHANDELIERS

AND BUYS A FINE OLD HOTEL

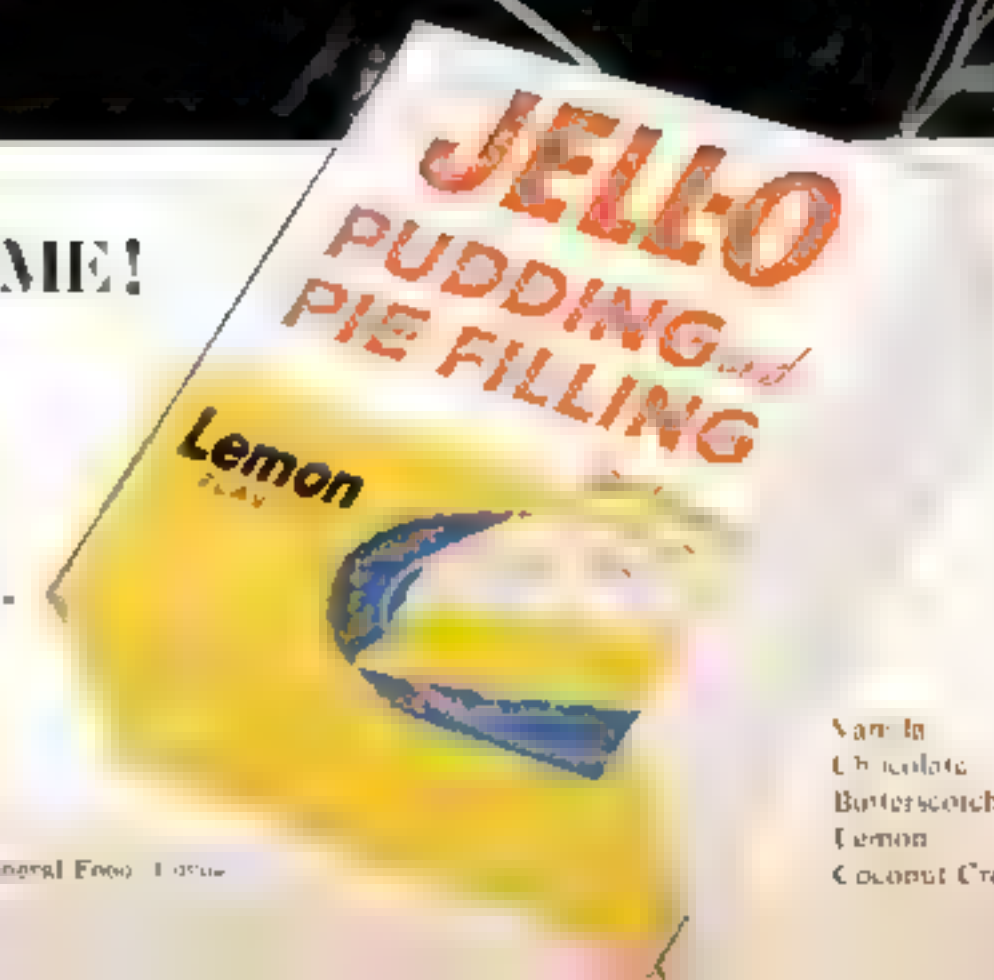
Ernest Henderson, who is head of the \$160 million Sheraton Hotel Corporation of America and is sometimes called "Mr. Sheraton," recently acquired Manhattan's 700-room Hotel Astor, boosting his chain's total to 30 hotels. One of his first acts as new host was to inspect the Astor's presidential suite where President Eisenhower was to stay during a New York visit last week. He was not pleased with what he found—French Renaissance decor all through

the suite's five rooms. An antique connoisseur, he decided to give the suite his personal attention. Making the rounds of the East Side's best shops, he picked up Sheraton sofas, some Chippendale and even a chair once owned by George Washington. Having spent \$20,000 and seen the last antique placed properly in the rooms, "Mr. Sheraton" went on to buy the largest antique of them all: San Francisco's grandiose, tradition-soaked \$6 million hotel, The Palace




PERFECT LEMON PIES IN HALF THE TIME!

1. "Just-squeezed" lemon flavor, perfect texture, rich golden color . . . all in one elegant pie!
2. Easy, too! The filling takes about 5 minutes . . . from pan to pie shell.
3. Make dreamy pies—creamy puddings. Get some Jell O Pudding and Pie Filling soon.



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

A close-up photograph of a woman with dark, wavy hair. She is looking directly at the camera with a serious, intense expression. Her right hand is raised, with her index finger pointing upwards near her temple. She is wearing a light blue top. The background is dark and out of focus.

*surrounds
you with
an air of
excitement*



ELECTRIQUE

*an unforgettable fragrance introduced to
America for the first time by Max Factor*

From the
fashion capitals
of the world comes Electrique . . .
thrilling new essence whose clinging fragrance
makes the very air around you glow
with enchantment. To light up the night . . . and why not this night? . . .
parfum, \$15 . . . parfum cologne, \$2.50 . . . dusting powder (not shown), \$1.50.
Also gift combinations from \$1.50 to \$6.75. All prices plus reduced tax.

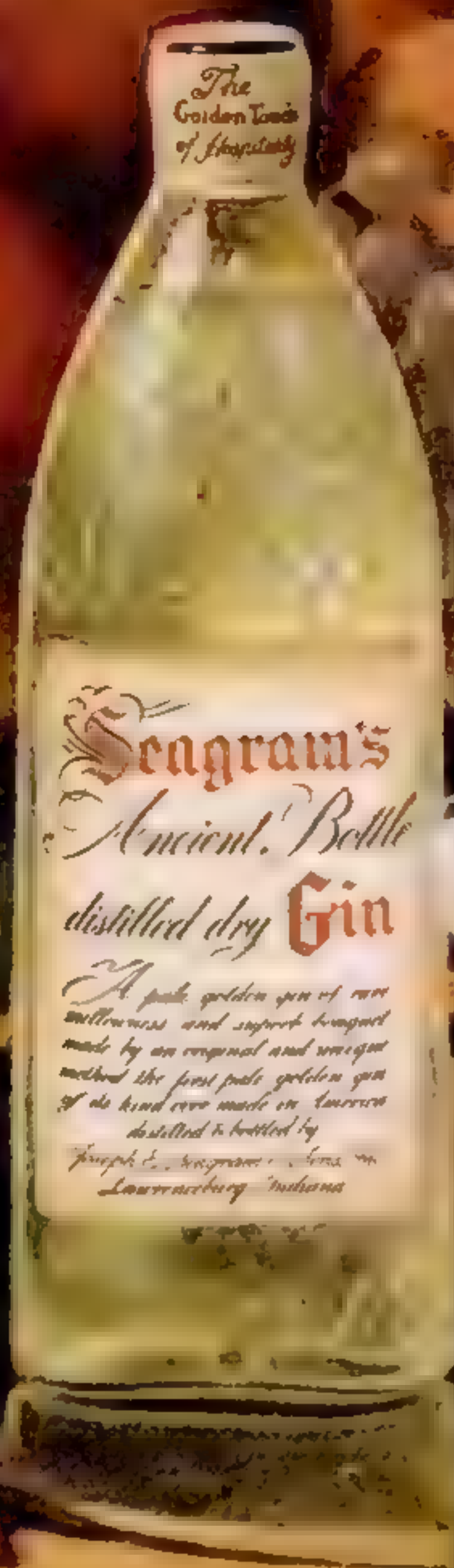
The Golden Touch of Hospitality



A DISTINGUISHED PRODUCT
FROM THE HOUSE OF SEAGRAM

TO THE pleasure of an evening spent with good friends in a gracious environment, Seagram's Gin contributes its elegant and Golden Touch of Hospitality. Seagram's Gin makes drinks taste very special because there is something very special about the way Seagram's Gin is made. The same unique process which *mellow*s, mellows Seagram's Gin to a subtle shade of gold results in its smoothness and appetizing dryness. Try it with our Golden Day Martini or in the new year toad favorite, the Seagram Seabreeze, the perfect get-together.

SEAGRAM'S GIN IS AVAILABLE IN EVERY CITY
OF THE UNITED STATES
DISTILLED FROM AMERICAN GRAIN



Rio

portrait of a startling city



Copacabana in heat haze

Rio de Janeiro is a sensual, startling city. It pulses to the throbbing of jazz in nightclubs, the beat of catskin drumheads in voodoo-like *macumba* rites to the gods of black magic and to the samba rhythm a coffee drinker in a cafe casually raps out on his cup. It is a city where dark mountains crowd in on bright beaches and girls break into unexpected dances in the street. Revisiting Rio after a number of years, Photographer Leonard McCombe felt enveloped by the town's insistent rhythm, surprised by the stunning contrasts, taken with the brooding message in a girl's eyes and with the city's friendly gaiety. On this and the following eight pages is his portrait of Rio.

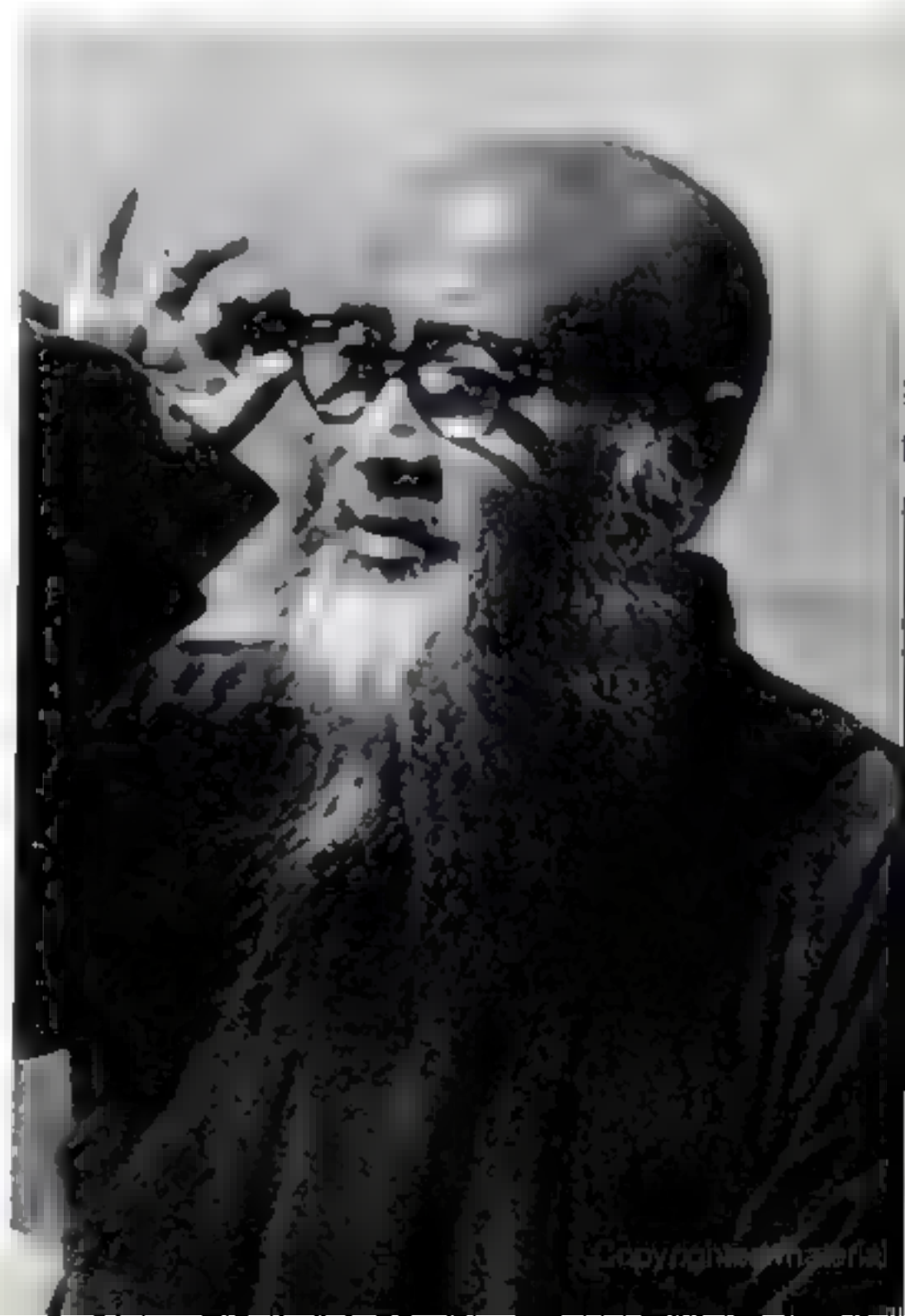
Photographed for LIFE by LEONARD McCOMBE



The provocative face of a young girl, bold and full lipped, stares from a crowd.

Brazilian soldiers, looking oddly Russian, and an orthodox priest give street strange look.

With Rio and Sugar Loaf below and wind in his beard, a tourist from Taiwan enjoys the view.





*On Copacabana Beach
strolling girls undulate
a step or two of samba
just for the fun of it.*



*In nightclub a mascaraed
performer named
Regina Soares smiles
during macumba dance*





Under an uncompleted office building Drago Bedding Company's cut proclaims all comfy.

← *Nearly completed, this stark white 11-story apartment has windows facing the mountains.*

In a lull, with Rio's wide avenue cleared for a parade, a dog has whole street to himself.



The Dragoons of Independence ride out on parade

Rio is the nation's capital, a city 2½ million strong which, like Washington, is full of politicians, civil servants and lawyers. But Brazil's hard work is done elsewhere—in São Paulo, Santos, Pôrto Alegre.

Rio is the country's shining stage, the national center for pomp and stately ceremonial. It is a glittering place,

a town of strange forms and shapes, of windowless masses contrasted against dark slopes, of gigantic cats smiling sleepily down on busy streets, of crowds waiting for a parade and being rewarded with the sight of a forlorn little dog.





Teresa Solbiati, a leader of Brazilian society, stands proud as Diana.

Rio CONTINUED

Irene Gunle, beautiful Egyptian wife of a businessman, walks into friend's modernist house.

Butler brings the visitor a welcoming cup of coffee in a mountain-bordered garden.





The rich in Rio are very rich.
 They live in a luxurious world
 of sleek women and handsome homes.
 At dinner table
 they talk of Dior's H-line and
 the theater seasons in New York
 and Paris. Sometimes as they talk
 the throb of *candomblé* music
 beats in from wild fetish rites
 in the nearby hill huts. A guest
 may pick up the rhythm,
 drumming lightly,
 hardly noticing. For
 they are of Rio
 and this is part of their city



*Statue of woman is by Maria Martins,
 Brazil's best-known sculptor.*

*Gathered in elegance, three women
 chat at a Rio dinner party.*



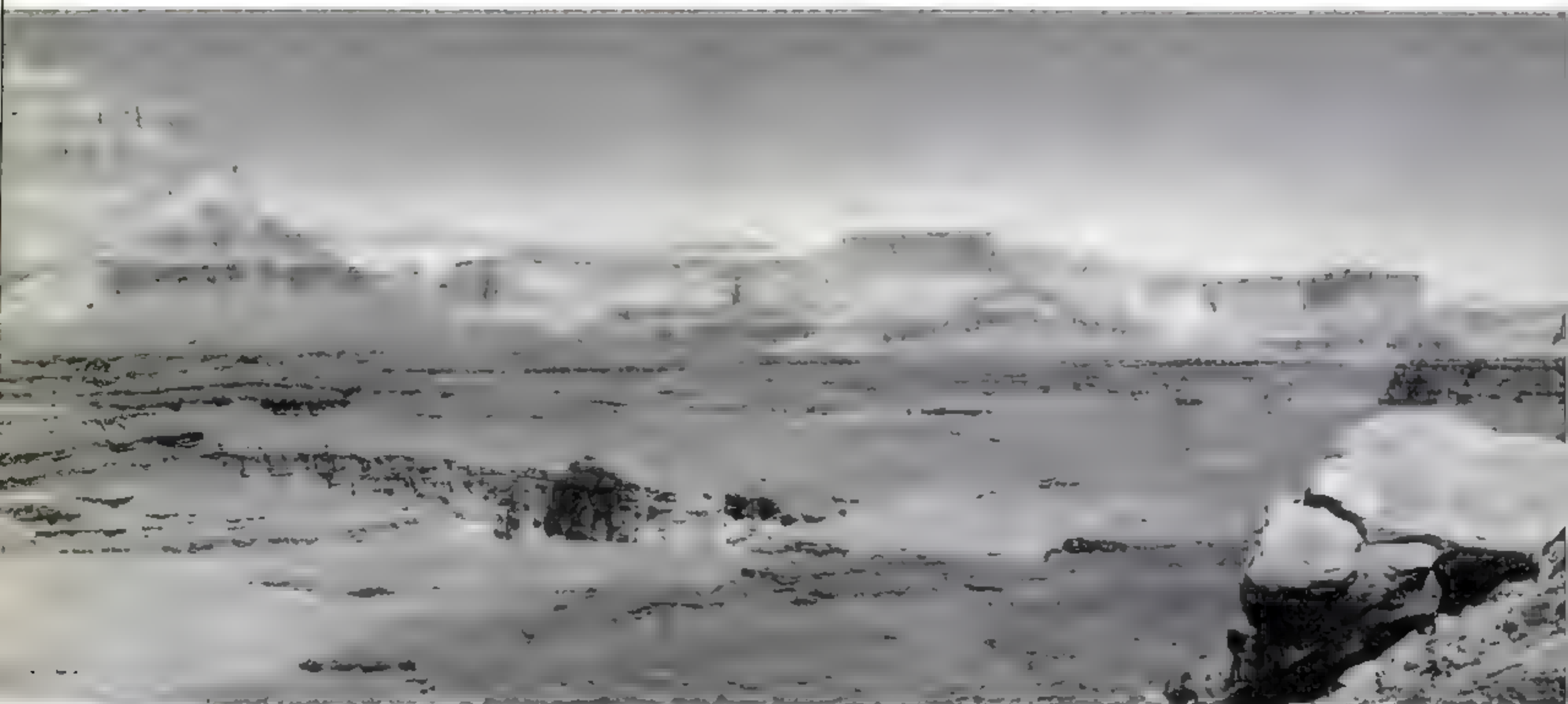


Before ruined facade of a mansion four little Catholic girls dressed as angels proceed to Communion service in church nearby.

In suburb of Rio macumba followers dance and chant night through before a peggy, an altar holding Christian images used in orgiastic rites.



VERNON PICK'S \$10 MILLION



THROUGH THIS FORSAKEN LAND OF TOWERING BUTTES, TREACHEROUS ROCK, DEEPLY CUT CANYONS, VERNON PICK MADE HIS PERILOUS WAY TO A FABULOUS DISCOVERY.

HE FOUGHT STORMS, RATTLERS, POISON WATER, DEATH ITSELF TO FIND

REMEMBERING the night of the fire, Vernon Pick says, "My wife was teaching school then and had to stay in town for a meeting, so I drove in and had supper at a restaurant so I could pick her up. While I was eating, one of the men who worked for me rushed in and yelled, 'The mill's on fire!' I ran out with him and got in the car and drove as fast as we could go. I could see the sky lighting up as we came near. Then there it was. The whole thing was like a chimney. There was nothing anyone could do. I just stood there and watched it go and listened to the machinery dropping. When a machine hit that concrete lower floor, it was like the sound of an enormous sheet of glass breaking. I had put everything I made back into the place and I figured my investment by that time was about \$40,000, but the insurance covered only about a third of it. That was about the saddest night of my life."

There were going to be some sad nights and days after that; but, too, there were to be some good ones and perhaps the best came two weeks ago. A bit earlier Pick had sold a piece of property to an investment company called Atlas Corporation. There had been the usual legal problems, establishment of clear title and so forth. These were settled and the property—a mine still largely undeveloped and not impressive to look at—was transferred legally from Pick to Atlas. Pick was sorry in a way to see it go, for he had found it and operated it himself and had a sentimental bond to it. On the other hand he felt an elation easy to understand as he received the down payment—a check for \$5,060,000. And he could look forward with satisfaction to the balance of more millions in cash, an option on a large bloc of Atlas Corporation stock (from which he already has a paper profit of \$60,000) and an airplane added into the deal: a total payment in cash, stock options and goods of \$9,370,000. Adding his previous profits, the mine will have brought him about \$10 million.

The mill burned on May 9, 1951, the down payment on the mine was made on Oct. 14, 1954. Between these two dates, little more than three years apart, lies one of the remarkable stories of these times: of adventure and fortitude, of life on one of the last frontiers of the nation and of dazzling wealth acquired with dazzling suddenness. If it is not entirely unique, so much the better. It is a story that could have happened—give or take some important details—to almost anyone. How important these details are will be seen in due course.

Some background is necessary. In 1948 the Atomic Energy Commission, hoping to make this country less dependent on foreign sources of uranium, decided to exploit domestic ore resources to the limit. It was known that uranium existed in the Colorado Plateau, 108,000 square miles of arid land centering on the "Four Corners" where Colorado, Utah, Arizona and New Mexico meet. No one knew of any major deposits. On the other hand no one could say what might lie hidden in the immense, primordial wasteland of the Plateau with its mile-high mesas and mile-deep crevasses and canyons. So the AEC opened an office at Grand Junction, Colo., the biggest (pop. 13,000) town of the Four Corners area, and set up a system of bonuses, haulage allowances and marketing guarantees to encourage prospecting. From Denver to Phoenix the inhabitants began to develop "uranium fever."

Utopia at Two Rivers

VERNON PICK, living near the tiny (pop. 500) town of Royalton, Minn., had remained unaware of this. A farm boy of the strictest and most frugal Methodist inheritance, he had rebelled against the disciplines of both school and family and had left home early to become a self-taught journeyman electrician and later the proprietor of his own electrical business in Minneapolis. Self-searching and intellectually restless, he developed a fervid interest in knowledge and became familiar with the classics from Aristophanes to Zola and with several of the modern sciences. But authoritarianism, whatever the source, repelled him as an adult as it had in childhood and eventually it led him into conflict with the union in his own small business. Imbued with Utopian philosophies of Rousseau and Robert Owen, he took refuge in something he called "the self-sustenance homestead."

This, when he found it, was an old abandoned flour mill at a place known as Two Rivers, near Royalton, 90 miles from Minneapolis. With his wife, a young schoolteacher named Ruth Johnson (an earlier marriage had ended in divorce, an unhappy episode that contributed to his wariness of life), he rebuilt the property with his own labor, moved there in 1946 and set up his business. Soon he was doing a substantial mail-order trade in rewound motors and auto

ORDEAL



AT RIGHT IS A PICTURE PICK TOOK OF HIMSELF WHILE HE WAS OUT PROSPECTING



URANIUM BONANZA by ROBERT COUGHLAN

generators; on another floor was a woodworking shop where he turned out maple and birch furniture for sale, while in another sector his daughter Virginia (by his first wife) ran a job-printing plant. Ruth, who had entered into "self-sustenance" wholeheartedly, canned fruit and vegetables from the gardens and orchards. By 1951 Pick was employing half a dozen nearby farm boys as help. He was independent, he had leisure to read and he was making a living; he had no other material ambitions.

This was the enterprise that burned in the fire on May 9, 1951.

"We thought about rebuilding," Pick remembers, "and even drew up some plans. But our hearts weren't in it." Finally the Picks decided to discard the past and go to the West Coast, where Pick figured he could get work in one of the aircraft factories. Meantime they determined to treat themselves to a vacation, "probably the last vacation we'd be able to afford in a long while." Mexico appealed to them. With \$6,000 of their \$13,500 insurance money they bought a black Ford panel truck and a big house trailer and—Virginia having taken a secretarial job in Minneapolis—set off alone, stopping to take in the sights, traveling in a leisurely way toward their unsuspected destiny.

It was in Colorado Springs that they heard about the uranium boomlet. Pick was intrigued. He had time on his hands and he still had \$6,000 to live on. He had a strong 200-pound body and was in rugged health. He knew nothing about geology or prospecting, but he had always had "a knack for reading something in a book and then being able to go out and put it into practice." Perhaps, so he told himself, he was due for some good luck. Perhaps he could make a strike big enough to supply capital for a fresh start on the coast. He allowed himself to think of one worth \$50,000. It was a nice round figure: with that much he could be his own man again.

Ruth took the news calmly since, as she has said, "I never did know what he was going to do next. I suppose I *could* have said no and if I'd made a fuss about it he would have dropped the idea. But that would have made him unhappy. Then I'd have been unhappy. So. . ." Pick drove to the University of Colorado at Boulder, introduced himself in the geology department and secured some maps and advice on which geology books to buy. In Denver he bought a good small Geiger counter for \$99.50 and light camping

equipment, including a snakebite kit and some dehydrated foods. Thus outfitted (at a total investment of about \$400), he hitched up the trailer and drove with Ruth to Grand Junction, where he made his way to the AEC office.

Here Dr. Charles Rasor took him to a wall map and said, "Well, if I were going to go out prospecting, the place I'd start looking would be over here," and he pointed to the area near the tiny hamlet of Hanksville, Utah. A few days later Pick had established Ruth and the trailer in a trailer park and was on his way along the trail that connects Hanksville with the world.

This village is a green spot at a bend of the Fremont River, an oasis of a few houses, a general store and some small nearby fields ending with the precision of a knife cut where irrigation stops. One comes upon it with disbelief: a speck of stubborn protoplasm amidst the vastness of the desert, surrounded by drifting sands, stupendous buttes, grotesque red sandstone goblin shapes and arid washes filled with loose, bone-dry pebbles. A few miles to the east, across the Burr Desert and the Dirty Devil River, is Robbers Roost Canyon, in the old days a fortress refuge for a gang of bank robbers and cattle rustlers. Some of their descendants still live in Hanksville, which has a population of 40. It lies 60 miles from the nearest railroad and 100 miles from the nearest doctor; there are no telephones. Pick arrived here on Nov. 2, 1951.

Initiation of a tenderfoot

AS the only settlement for many miles around, Hanksville saw a good many prospectors who came from time to time for supplies. Most of its own able-bodied males had done or were doing prospecting too. Thus it was a good place to hear of new finds, of where others had been and what they had seen and, in general, to get "the feel of the situation." Pick spent a few days unobtrusively doing so. In his new dungarees and with his new equipment and glossy black truck he obviously was an outlander and evidently a rich one. To Hanksville men who had spent years searching the desert for minerals, it was an affront that he, who knew nothing at all except from books, should hope to find anything that they had missed. They treated him with suspicion and dry reserve. (He learned later that

Big 21-inch Arvin TV



only
\$149.95

Above: mahogany finish metal table model, \$149.95 Table \$6.95 extra.

Lower priced than most 17-inch sets!

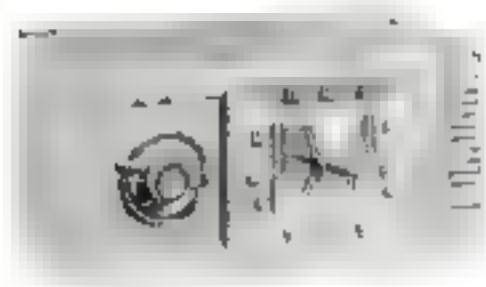
It's brand new! It's sensational! It's the Arvin "Rocket 21," with such amazing FRONT ROW REALISM that you feel you can shake hands with the actors! And Arvin Velvet Voice tone quality matches the picture quality!

The front is ALL picture! We've minimized bulk and "maximized" the picture by placing all controls at the side. It's compact, smart, ideal for small space.

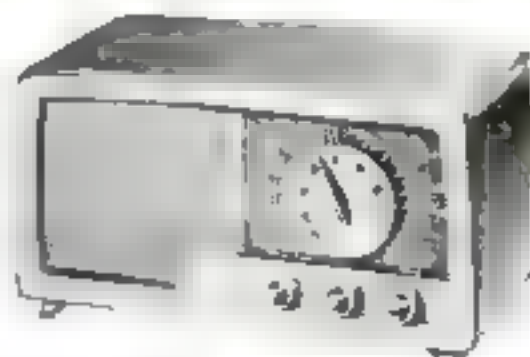
Quality engineered on a quantity basis, the new Arvin "Rocket 21" has new-type extra heavy-duty tubes and "bonus-rated" parts that assure long, service-free life. Compare it with other makes and you'll agree no other TV offers so much quality at so little cost. Arvin Industries, Inc., Columbus, Indiana.



21-inch console, in mahogany-grain Arvinite only \$179.95.
TV prices shown are suggested retail prices, including Federal tax and warranty. Slightly higher in far West and South. All-channel one-knob tuning (UHF as well as VHF) \$20 extra.



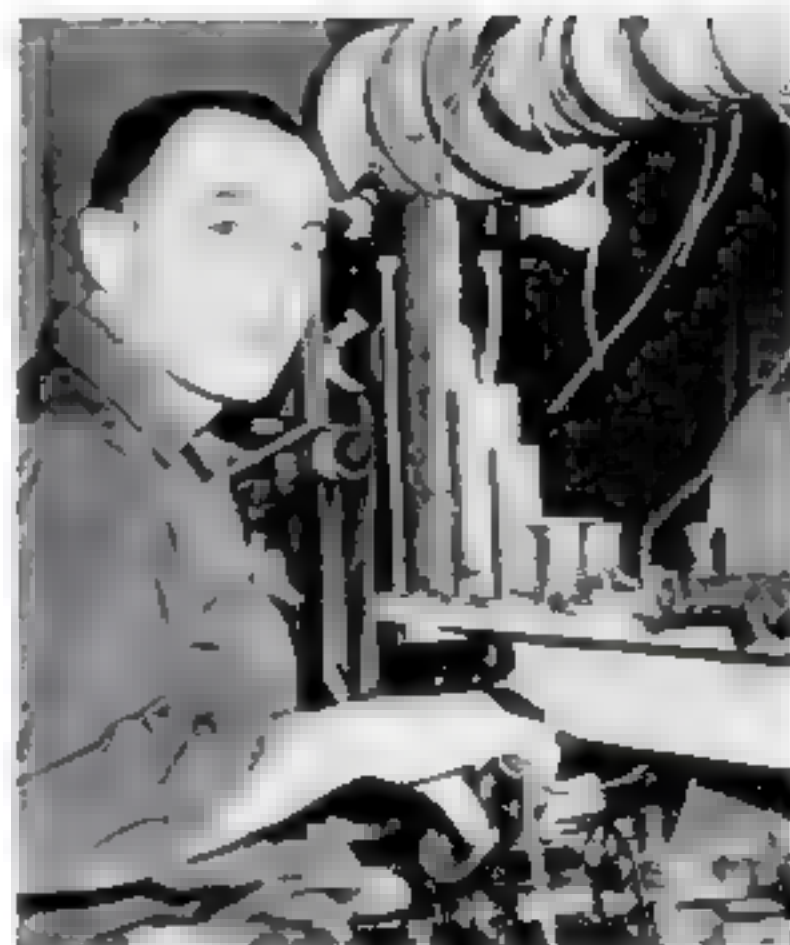
New "Moderne" Clock-Radio in 3 decorator colors; Telechron clock-timer; beautiful style. Wakes you to music—\$27.95. Rosewood, \$24.95



"Polonaise" FM/AM triumph—8-tube straight AC circuit; lighted dial; 5" speaker; dual antenna system. In 4 lovely decorator colors—\$44.95



New "Urbante" in 4 decorator colors; crystal dial; 5 tubes including rectifier; super-sensitive Magna-tenna—\$22.95. Rosewood, \$19.95



PICK'S UTOPIA (opposite page) was this rustic mill at Two Rivers, Minn. Here in 1946 he set up the "self-sustenance" enterprise he had long planned.

AT WORK (left) at Two Rivers, Pick ran a mail-order electrical equipment business along with a shop for making furniture and a small job-printing plant.

VERNON PICK CONTINUED

one theory had been that he was an FBI agent.) Pick, with his own sense of privacy and a strong native dignity, did nothing to intrude but waited for time and familiarity to make him accepted. Meantime he absorbed what information was overheard or volunteered, and shortly he began to make forays into the desert.

Driving as far as a road or trail lasted, he would make camp, shoulder his pack and set off on foot under the hot blue sky to explore in any direction that looked interesting. He remembers that in these early days he was elated. The desert shapes were mysteries that he wanted to penetrate. The vast loneliness only fortified his sense of personal identity. The dangers and obstacles that he foresaw excited him.

But he found nothing; and soon he realized that he did not, in fact, know how to find anything or how to recognize with assurance what he did find. The books he had with him had been written before there was much thought of uranium and what they had to say about it was not too helpful. They were, however, explicit about one thing: uranium was most likely to be found in two rock layers called respectively the Morrison formation and the Shinarump conglomerate.

To the geologist the Colorado Plateau is an immense museum in which great and ancient events are recorded in stone. At various times, as the land rose and sank in response to forces in the earth, it had been covered with swamps and lakes and even for a time by ocean; fossil sea shells still can be found on some of the high mesas. Each new inundation left its mark as sediment sank to the bottom, slowly building a deposit which solidified and turned to stone. Many layers down, as a souvenir of the Jurassic age 150 million years ago, comes the Morrison formation of variegated red, green and gray shale. In turn, some hundreds of feet and 40 million years below it, comes the light brown and gray Shinarump. Here and there these come to the surface, but ordinarily one must look along the walls of canyons, where millions of years of water erosion have cut through and exposed them.

Once having found a formation, one looks for signs of ore bodies, but these are wildly varied. The richest ore is pitchblende and is almost as black as coal. But the most common form of high-grade ore in Colorado is yellow. The lower and intermediate grades may range through combinations of red, green, brown, gray and black in unpredictable confusion. With a Geiger counter, of course, one can test rock samples for radiation. But the counter's range is short. One could spend a lifetime in a single canyon chipping and measuring samples.

Gradually, by trial and error and with the advice of AEC geologists whom he sometimes encountered, Pick gained the practical knowledge he needed. And he began to look like a prospector. The heavy shoes with their deep rubber cleats were scuffed and battered; the dungarees were dirty and filled with desert dust; the wide-brimmed felt was soaked sopping with sweat. His face and arms were deeply tanned. He felt good. And he felt confident. He had already become victimized by the prospector's occupational disease: the delusion, dream and conviction that "the next time out" would be the time he would strike it rich.

It did not happen the next time, the next or the next; and the realistic chances, of course, were that it would never happen. Pick's trail during these months took him into some of the wildest country known to man and through an atlas of names evocative



of old incidents which the scouts, Indian fighters and prospectors of a century and more ago saw or took part in: Lost Spring, Lucky Strike, Molly's Castle, Dandy Crossing, Ghost Ridge, Drinking Cup Spring, Tarantula Mesa, Swap Mesa, Bloody Hands Gap. He learned the universal and impersonal message of the desert: that survival is all that really counts. Several times he was tracked by mountain lions. He found himself intellectually in sympathy with the lion's purpose, which was to eat, and a little ashamed on the lion's behalf that it lacked the final courage to attack. Once while asleep he was bitten between the shoulders by a scorpion: the feeling was "like a red hot iron." There was no way he could get at the wound to cut it and let the poison bleed out, so he could only wait to see if he would die. He finally slept and awoke to find himself alive, so he shouldered his pack ("it hurt like the devil at first") and went on to do a day's prospecting. He saw so many rattlers that he lost his fear of them, if not his respect for them. Soon he even stopped carrying his pistol, having learned that, with very few exceptions, wild creatures will not attack a man unless threatened.

One day, walking into a narrow sandy gully, he was suddenly aware of a wildcat basking in the sun a few feet away. The wildcat saw him at the same time and stared at him for an instant from big yellow eyes; then it rose in the air and ricocheted vertically up a 20-foot crevasse, not clawing but bouncing, and vanished before his own heart had gone more than a few jolting beats.

There were strange sights in the desert. On a mesa top he came across the skeleton of a dinosaur. Again, not many miles away, he saw a bright, mysterious object glinting in the sun. It remained an enigma as he approached: a large, ovoid, exquisitely streamlined figure of silvery metal. He examined it warily, thinking of flying saucer stories, before he realized what it was—an extra wing tank discarded by one of the Air Force jets which exercise over the Plateau. In spite of a contemplative habit Pick did little meditating in the desert: his mind was occupied, he says, with the problems of "getting from one place to the next" over the brutal terrain. But these two finds had spanned the ages and Pick wondered if there was a relationship between them.

Always 'one more time'

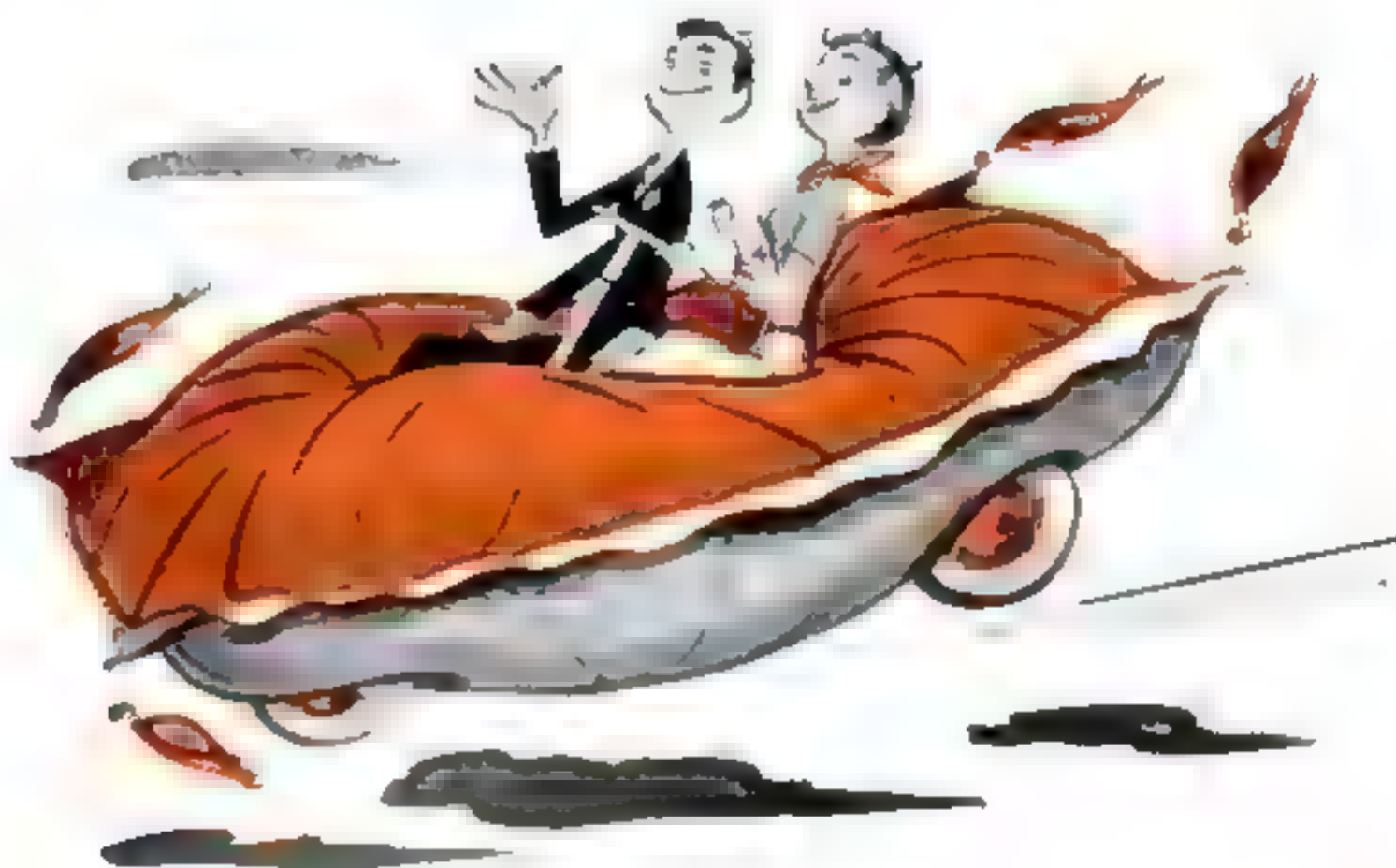
PICK took grim and wary pleasure in defying the desert, testing his endurance against the outer limits of caution. He learned to protect himself in the sudden fierce, smothering sandstorms and to camp away from the washes, those drains scoured out by the rare but violent desert rains which beat on the ground with the sound of thunder and send a foaming, boiling wall of water along the dry beds in a matter of minutes. The earth is too hard for the water to soak in, and after an hour or two in the furnace heat—often reaching 120°—it becomes bone dry again. Pick learned to measure his life in cups of water—and several times he miscalculated almost fatally.

During the months that Pick was in the desert he returned every fortnight or so to Hanksville for supplies, and every few weeks he would drive back to Grand Junction. Ruth, living there in the trailer, remembers: "He would come in, all dirty and sore and tired, and all he could think about just then was a bath and some good food and a night's sleep. Then he'd want to talk. He doesn't talk a great deal ordinarily, but out there alone it built up in him. We'd sit up half the night while he'd tell me all the things

CONTINUED ON NEXT PAGE



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PICK'S TEMPORARY PARTNER, Cowboy-Prospector June Marsing, grew discouraged and quit, taking his truck with him. Thereafter Pick was alone.

VERNON PICK CONTINUED

he'd seen and where he'd been and what he'd been doing. He'd rest up a few days and then he'd be gone again. It's funny, the time went by because I kept thinking that each trip would be his last one and then we'd be on our way again. But he always had to go out one more time. At first I didn't worry so much about him because I didn't realize what he was up against. But at Christmas he took me with him and we lived out there together for a few weeks. I got an idea of what the desert was like; and after that I worried. It was awful not knowing where he was or what was happening to him. Any time he could be dying."

In January, Pick found a fairly promising deposit just down from the rim of Little Wild Horse Mesa, not far from Hanksville. He staked it out and, calling on his Greek, named it the "Alpha" claim. That month, too, he teamed with June Marsing, a cowboy-pro prospector from Hanksville. Marsing was a fine man, Pick remembers, a hard worker in camp and a great teller of tall tales of the old West, and Pick enjoyed his company. Moreover he had a four-wheel-drive truck which could penetrate farther off the roads than Pick's panel truck. But after seven weeks of lurchless searching Marsing became discouraged and returned to Hanksville, taking his truck along. Pick spoke with several other men about going partners but nothing ever came of it; so, except for this interval, he was alone.

Early in the game he had decided to get away from the accessible places where he had to compete with old prospectors and college-trained geologists. "The trouble with most people," he says, "is that they don't like to walk. They want to go where they can drive a car or ride a horse. To get into the places where I wanted to go—the places nobody else had been—there was no choice but walking. And I walked plenty."

Yet, except for the problematical Alpha claim, which would take capital even to explore adequately, there was nothing to show for his walking. By June 1952 the Picks had only \$300 left. It was just about enough, they calculated, to buy gasoline and food for the trip to the coast and to keep them until a job could be found. Pick nevertheless decided to go out "one more time"—which, as he had to agree, would necessarily be the last one.

The "one more" would be into the San Rafael Swell. He could see it across the valley as he stood on his Alpha claim: an awesome upfolding thousands of feet high and stretching to the horizon on both sides. Beyond its huge outer "reef"—a tilted mass of jagged rocks—as he knew from geological reports, there was a good chance of encountering a Shinarump layer.

One morning, at the beginning of this last trip, Pick stood on the rim of Little Wild Horse Mesa and stared across at the San Rafael, checking his terrain map with his eye. It was a hot, bright, clear day and he could see plainly the many narrow apertures where canyons gashed the edge of the reef. Down below, a mile or so from where it cascaded into the valley, there was a big dry wash from which numberless small gullies crisscrossed to the reef face. The wash looked like a feasible road. He reasoned that he could drive along it, using the gullies as access roads to the canyons, dismounting when driving became impossible and entering the canyons on foot. With this plan he climbed down to his truck, far below in the valley, and made camp. The next morning he drove bumpily over the desert to the wash.

The plan failed after only a few hundred feet when he rounded a bend and drove with considerable speed into the middle of a deep

CONTINUED ON PAGE 118

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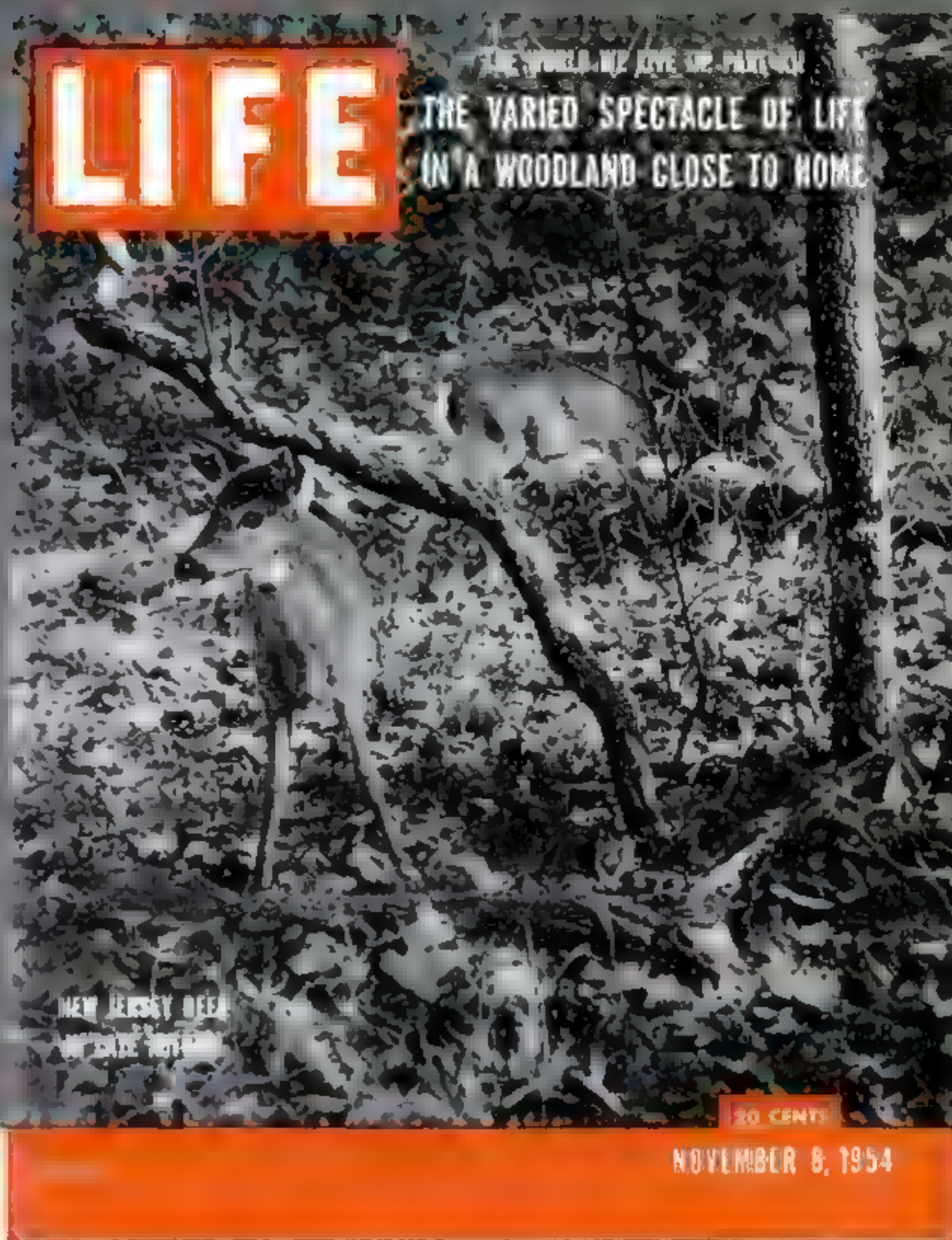
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About Next Week's Issue



On a recent morning a dozen citizens of Cherokee, Tenn. (pop. 620) gathered to greet a young man they had never seen but whom they had asked to come 7,500 miles from Nigeria to be their ward. The Negro Catholic youth had been adopted by the all-white, Protestant town which could not even pronounce his name. The story of Onuoha (*above*) and Cherokee is eloquently told by Robert Wallace.

LIFE's series, "The World We Live In," has explored the world's remote past and its regions of climatic extremes—from the frozen Arctic tundra to the sodden rain forest. Next week, in 19 color pages, LIFE will examine a present and familiar realm, a 65-acre woodland barely 50 miles from New York City.

Called Mettler's Woods, this New Jersey preserve is a rare relic of the vast deciduous forests that once covered eastern United States and western Europe. Never cleared for timber, it is truly a forest primeval, perpetuated without interruption since the last ice age.

Under the searching scrutiny that characterizes LIFE's essays, this familiar forest becomes an engrossing wonderland. In photographs and paintings Mettler's Woods is shown in the rush of spring, the fullness of summer, the blaze of autumn and the sleep of winter. Beneath soaring hickory, oak and beech, you will see the hidden sights and secret life of the woodland—the diving beetle, the water strider, the tiny voracious shrew that daily can eat its own weight in flesh. In lovely display are yellow bellwort and flowering dogwood, the spicebush, skunk cabbage and Solomon's seal, and a boundless variety of colorful forest birds and animals. As you will discover in LIFE next week, "The Woods of Home," for all their familiarity, provide a source of surprising beauty.

ANDREW HEISKELL, *Publisher*

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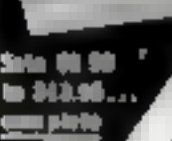
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VERNON PICK CONTINUED

sand bar. The truck was stuck. He had to spend the rest of the day carrying rock and building a roadway on which to back up. In the process he smashed a finger. Toward dark he freed the truck, drove back to his old camp site near the mesa and settled down in disgruntlement to wait for morning and another chance.

This time he drove only to the edge of the wash and walked to the canyons. He worked from east to west, trying South Temple Crack, Chute and smaller, nameless canyons one after another. A few soon narrowed to nothing; others were piled with great boulders. One, which went on for a mile or more and seemed sure to continue, brought him up against an unscalable 30-foot cliff. He tried them all and none led through to the interior of the Swell. Once he tortuously climbed the rock face to the top of the reel itself, but this only brought him to the edge of a precipice dropping a sheer thousand feet.

However one possibility remained. A forlorn watercourse called the Muddy River cut through the southeast corner of the Swell, as he could see by his map. It was a nasty stream that looked like its name and oldtimers in the area had warned him to stay clear of it. Still, its deep canyon might offer a way, and it was necessary to find out. From his camp to where the Muddy emerged from the reel looked to be about 15 miles—a long day's walk, but not too far, he believed. So early one morning he loaded his pack and four canteens of water and set off. With him he also had his Scintillometer, an instrument which works on the same general principle as the Geiger counter but is much more sensitive. With a Scintillometer one could go along a hillside, for instance, and pick up gamma rays from any ore within a radius of several dozen feet.

Pick had debated a long time about this piece of equipment, for the Scintillometer cost almost \$1,000. Yet, having embarked on his gamble, it had seemed to him that he should do whatever he could to improve his chances and in February he had bought it. Ruth was shocked at the price and the drastic depletion of their capital but agreed with more equanimity than she felt. However, she said, if he got a Scintillometer, it seemed fair that she should have a sewing machine; and Pick promised that she would have one.

The Scintillometer weighed close to 15 pounds. With his pack, prospector's pick and full canteens, it brought his load to more than 65 pounds as he began his long walk.

A river of horror

THE terrain was much rougher than he had figured on and by noon he was exhausted. He began to doubt that he could make it to the river. At the top of a ridge he collapsed, squirmed free of his pack and stretched out to rest, too tired even to look for a spot of shade. After a while he ate some dates, drank some water and was surprised to find his strength returning. He started again and soon found that he had passed the highest ridges and that much of the remaining distance was downgrade. There were many slick, rocky slopes to traverse. He had to move carefully. Once a pebble rolled beneath his boot and sent him sliding toward the rim of a canyon, but the pack slowed him and brought him up short with only some scratches and bruises. That night, by moonlight, he reached the banks of the Muddy.

Very soon after becoming a prospector, Pick had developed a solitary game in which he matched two parts of his nature. The object of the game was to keep moving and it worked like this: if he did what he set out to do, he would get a reward. If he walked half an hour without resting, he could have a drink of water. If he climbed to the top of a difficult ridge, he could rest. On this day of scorching sun and dust and fatigue, he had thought about his reward, which was to be a cooling swim in the river. He approached it now with the slow, disciplined satisfaction with which he took all such rewards, assuming a kind of negligence which only made the fulfillment more delectable.

The water glinted invitingly in the moonlight. Yet, when he came to its edge, he experienced an instinctive feeling close to horror. It was rolling high and fast from flash rains back somewhere in the Swell, but in spite of its speed it seemed to have a viscosity and a heaviness like oil. He took off his shoes and let the water flow around his swollen feet and ankles. The feeling was unpleasant, like a soup of cobwebs. He scooped up a panful and saw that it was the color of congealing blood from red sandstone sediment. He decided not to have a swim but instead bathed his face and arms.

Taking the pan of water, he returned to his pack, got some powdered milk and sprinkled it heavily into the water—a trick he had learned long before. The milk and silt mixed and sank to the bottom, leaving a layer of murky but relatively clean water which he poured into his coffee pot. Soon he had a driftwood fire

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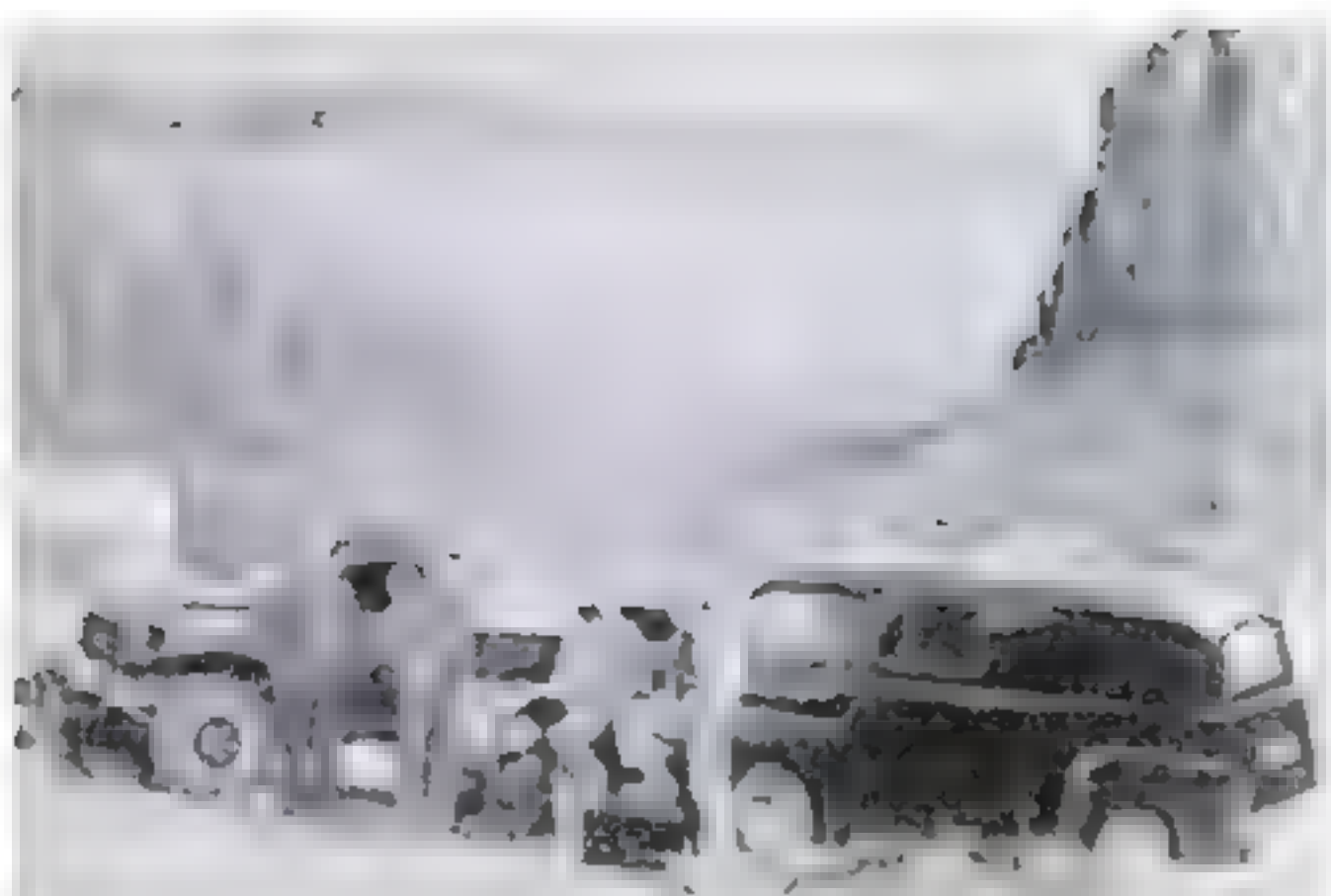
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WELCOME ENCOUNTERS for Pick in the desert were the rare meetings with other prospectors and AEC geologists. Loneliness made everyone talkative.

VERNON PICK CONTINUED

going and in the small, bright area of its light sat down to a good meal of canned meat, dried potatoes, hot biscuits and coffee. He built the fire higher with driftwood and lay in his sleeping bag to smoke a cigaret and watch the shadows play among the ghosts and gargoyle faces of the canyon walls. He was neither peaceful nor happy, but he was extremely tired; and soon he slept.

In the light of morning, examining the entrance to the gorge from which the dirty river roiled, he was disturbed to find the channel weaving from side to side. To gain footway between the water and the canyon walls one would need to cross and recross the course. Pick did not like the idea. The water looked deep; besides, he had heard that it had a quicksand bottom. He decided to try again climbing the face of the reef. All morning he fought his way up the steep rocky slope, only to find his way blocked at last by a branch canyon that lay at right angles to the main canyon. He followed it until it ended abruptly in a hole some 50 feet in diameter and about a thousand feet deep. There was no feasible way around the hole. He retraced his route and ended near his starting point on the Muddy, having wasted a whole day.

Plainly, the only fragment of hope remaining in his last-chance expedition lay in entering the canyon and following the river, fording it where and as he had to. For an hour he studied it, walking back and forth, judging the current and trying to get some idea of its varying depths. Then, holding his boots and socks aloft to keep them dry, he chose his spot and waded in.

He felt his way carefully, bracing against the strong current, hoping to keep on gravel bottom. Soon the water came to his waist. The current hummed against his body. Perhaps it was this soft, sucking, hungry sound, the only sound except his own heavy breathing; at any rate, something tuned his senses and suddenly he was overpoweringly aware of being alone. He was long since used to solitude and to danger and to both together, but this was quite different, a new order of perception. He knew then, and would never forget, what it feels like to be utterly alone in the midst of a malevolent nature. Yet, there in the middle of the river, there was no more comfort in turning back than in going on, so he kept on toward the opposite bank and at last clambered out.

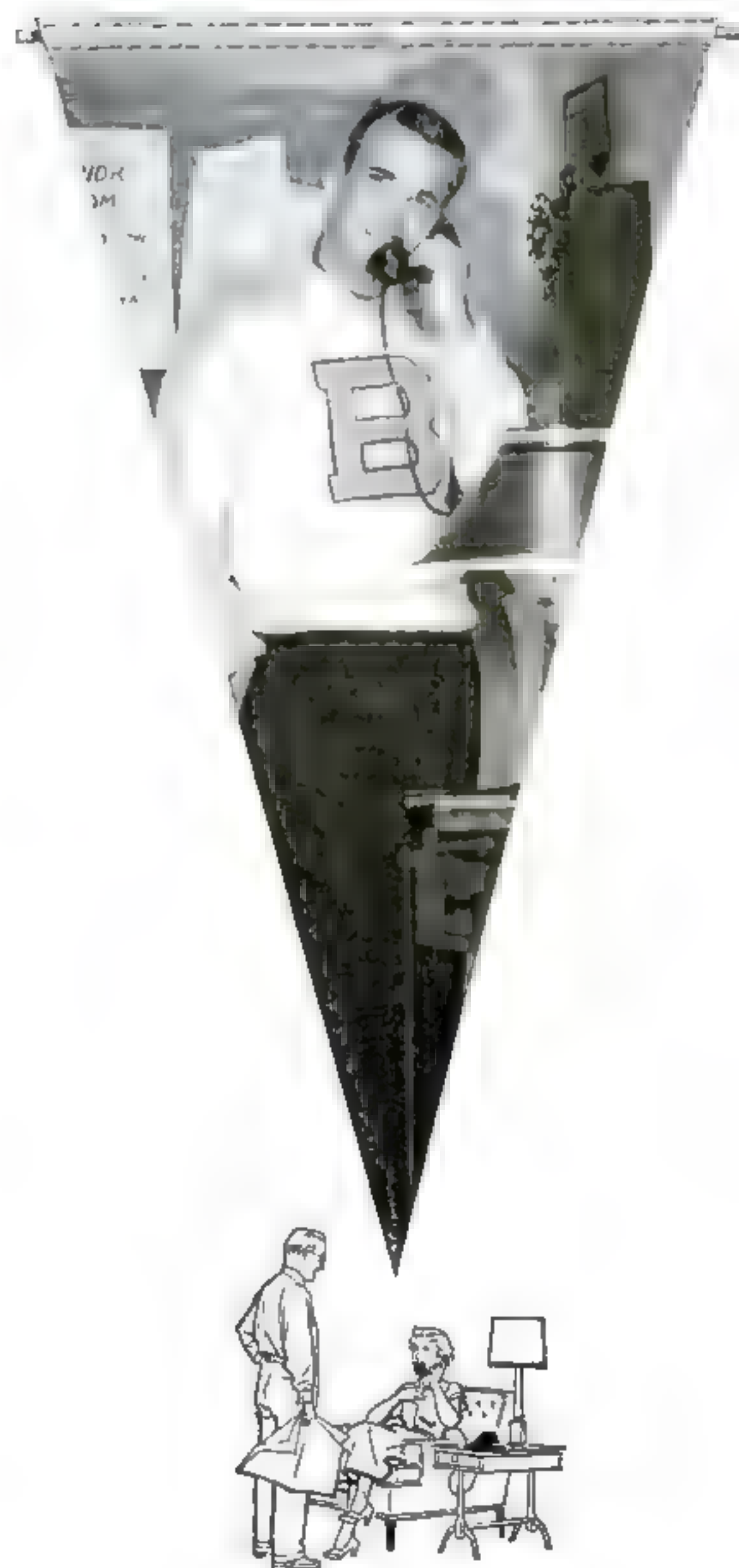
However, this had been merely an experimental crossing—he had left his pack and gear. So, having proved that it could be done, he waded back to get them and then, holding the precious Scintillometer above his head, crossed again. It was harder this time with the heavy load, but he made it without accident and started up the farther shore. Soon he came to a turn where the channel veered to the canyon wall and had it all to do over.

Altogether, he has since calculated, he crossed the river 27 times. The first few times he carried his boots, but his feet became so badly gashed on stones in the river bottom that it seemed safer to wear the boots. As a result the skin on his feet softened and the boots began to rub, so that at last his feet were a mass of blisters. The blisters broke and sand and silt worked their way between the skin and the raw flesh. Now and again he would have to stop, remove his boots and socks and dig this material out with the end of a matchstick. The pain was very severe whenever he stopped, but with a few minutes of walking his feet became numb. "Then," he says, "it was all right."

Pick had noticed driftwood and debris near the tops of big

CONTINUED ON NEXT PAGE

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VERNON PICK CONTINUED

boulders as he went along and knew the cause: flash floods—one more worry. If one came during daylight he would have a good chance of escaping up a slope in the canyon wall, but it worried him to think what might happen if he were caught asleep. That evening he found a ledge, not big enough to camp on but big and high enough to give protection in an emergency, and made camp beneath it. However, the night passed without trouble. The next morning he suffered getting back into his boots but again, after he had walked for a while, the relieving numbness set in.

That day he felt the first violent symptoms of a worse disorder. He had been a bit queasy the day before; now he began to have severe stomach cramps and diarrhea and he suspected that it was because he had been drinking the river water. As he knew, it was apt to contain alkali, gypsum and other substances leached out from the rocks along its course, but he had taken his chances before with such water—and had been ill before for that matter. In any case there was no other water to drink, so he could only hope that his system would adjust itself to whatever special impurities this contained.

As the day wore on, however, he felt worse. At last he had to admit to himself that he was really ill. He wondered what he could do to purify the water and remembered once having seen someone make charcoal. It was supposed to be a good purifying agent. Rounding a bend in the river, he came to a sand bar with a few cottonwood trees. They could be his raw material, he thought, and he could try to build an oven out of flat stones; then he could hope to remember the process correctly. He slipped his pack off near the cottonwood trees and sat down in their shade before beginning the job. The opaque, hateful eyes of a rattlesnake stared at him a few feet away. Pick leaped up and grabbed a driftwood stick. He managed to club the snake to death. Then, trembling with fatigue, fright and his retching, griping sickness, he searched the area for others. Finding none, he lay down beside his pack to rest in misery.

When he felt a little better he found stones and built his oven and cut some branches. He got the fire going in the oven, sealed the openings with sand and waited. When he opened the oven, he was pleased to find a good grade of charcoal. Punching holes in one of his canteens, he filled it half with fine gravel. Then he filled it the rest of the way with crushed charcoal. He poured water into the top. It sprayed out through the holes exactly as he had planned. But it was dirtier than ever. He tried using more charcoal and less sand, bigger pieces of charcoal and finer sand, but nothing worked and at last he threw the whole contrivance away in disgust.

A grim discovery

WHILE collecting the flat stones for the oven he had come across the mummified carcass of a cow. How the cow happened to be there in the depths of the canyon and how it had died were mysteries, but he remembered stories of cattle straying from their herds, wandering up watercourses such as this and dying of bad water. He was very sick, he knew, and by now he lay three days away from reliable water. For the first time he allowed the thought to form that he might die. He examined the thought carefully, standing somewhat aloof from it. It was not terribly important, he found, not as important as he had imagined.

That night he only dozed, waking often from the wild racing of his heart. In the first light he checked his pulse with his watch and counted 130 beats to the minute. He could not recall what the rate was supposed to be but he knew that his was much too fast. Soon, in the full light, he became aware that something was happening to his eyes. His vision seemed to go in and out of focus and now and then he was blinded by a hurtling flash of color. He told himself that he must rest for a while. But the presence of the dead cow bothered him. There was no odor; it was that he did not like being so close to this reminder of what might happen to him. A short way up the river was another clump of trees. He was too sick to bother lacing up his pack, so he shoved his things into his tarpaulin, leaving the heavy scintillometer to come back for later, and moved camp.

Although it had become conceivable to Pick that he might die, it was not conceivable to him that he could turn back. Even at this stage, what was still left in him that could think told him that he must keep going. He still is not sure why this was. Part of the reason, perhaps, lay in an obscure and rankling sense of destiny that had always bothered him, even when he was a boy and not doing well in school. Part of it may have been an irrational and, indeed, unconscious drive: he has said, "The river got in my way." Pick, although he has no formal religion and has always been an agnostic, feels also in retrospect that some indefinable and perhaps even

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PICK'S MOMENTOUS CLIMB was made up this canyon face. He was at lower right when his Scintillometer signaled the presence of uranium nearby. He followed course shown by dotted line up steep gorge (and out of picture at left) to point marked now by light-colored rock dumped at mine tunnel.

VERNON PICK CONTINUED

supernatural force may have taken hold of him. In any case he had somehow become gripped by a "dumb obsession," as he has said, which made it absolutely necessary that he go on—not for the possible reward of money, since his mind no longer associated what he was doing with money, but to triumph against these hostile elements, to reach his goal (or die) for his own sake as a human being.

So he told himself that after he had rested, he would continue his walk up the river. Meantime he must go back for the Scintillometer. He picked it up and, with the automatic gesture of long habit, adjusted the dial calibration so that it would be registering properly as he carried it along to the new camp site.

He realized at once that something was wrong. The needle would not go back to normal. He wondered if it was the batteries. He needed a new set, he knew, but they cost \$50 and he had taken the chance that they would last for this final trip. Still, if the batteries were weak, why would the needle register high? Apparently something was wrong with the mechanism. A disaster if so; he would have to check it again at the new camp.

He carried it along limply, paying little attention to it as the needle joggled erratically. At the entrance to a small wash it shot up again. He walked into the wash. The needle fell. This was very peculiar. He walked out of the wash and up a slope to a big boulder. The needle rose. He looked up at the canyon face. There, about 400 feet above, was a formation that could be Shinarump. He climbed slowly upward, favoring his sore feet as much as possible, but soon had to sit on a large black rock to rest. He looked at the needle—it had gone completely off the top of the scale. He was mystified, for there was nothing nearby that looked like uranium-bearing ore. Tentatively he chipped off a piece of the rock he was sitting on. It was speckled with yellow.

Pick jumped to his feet. This rock, and the others down below that accounted for his "false" readings there, must have fallen from the canyon face, perhaps from the Shinarump-looking layer

CONTINUED ON PAGE 128

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VERNON PICK CONTINUED

far above. Suddenly Pick was no longer sick and no longer tired, and he scrambled up the loose rockfall, sliding and striving, finding handholds when he came to the canyon face, up and up, and at last came to the formation. He jammed his pick into it and pried out a chunk. It was all yellow.

THE trip down the river is not completely clear in Pick's mind. He found an old driftwood log, he remembers, burned it in two and lashed it together to make a rude raft on which he placed himself and his belongings. For a while he sailed along nicely on the swift current. Then the raft smashed against a boulder in the river bed and spilled everything. Pick managed to grab the scintillometer and a food package but in the melee the rearing and careening raft smashed his left foot against the boulder. No bones were broken though the foot was badly bruised. When he struggled out of the water with his salvage he found that he could still walk. Opening the package, he saw that it contained oatmeal, damp but still edible, and an intact can of dried milk.

So he limped painfully down the river, retracing his route, living on the oatmeal and milk. And he came finally to the canyon's mouth. But then he had still to traverse the 15 miles of rugged country that lay between him and his truck. For the last time he filled his canteens in the river. The day was scorching and by late afternoon he had run out of water. He remembered that he had a five-gallon can of it back in the truck. This became his reward and he staggered on. Night overtook him and he could barely see by the light of a thin moon. He fell over rocks, bruising and bloodying his hands and face, crawled across washes on hands and knees, clawed up gullies. At last, miraculously, there was the truck.

He found the door, pulled out the water can and got it to his mouth. But in the desert sun the cargo space of the truck had become an oven and the water in the can had become almost scalding hot—too hot to drink.

For a while he lay on the ground. He sipped at the water as it cooled. Then he got into the truck and began to drive across the desert valley in the direction of the faint road which would lead him to Hanksville. The trouble with his eyes had grown worse. In the glare of the headlights the desert shapes wavered and swam and now and then exploded in iridescent blobs of color. He became aware of a light moving across the desert toward him and thought that this was an especially curious thing. He watched it idly as it came closer, wondering what final optical surprise it held. It grew brighter and brighter, coming directly at him until it became a blinding glare. Then he saw with numb disbelief that it was a pair of headlights and that behind the headlights was a jeep.

The jeep halted and from it emerged two men whom Pick recognized dimly. They were, in fact, old friends of his, AEC geologists who knew of his plan to penetrate the San Rafael, who had become worried when he failed to return within a reasonable time and who had started out to look for him.

They made Pick some coffee and got a little food into him. Gradually, as he began to revive, he was able to tell them something about his walk up the Muddy. When he had finished, one of the men shook his head slowly and looked Pick over as if weighing his weak, thin and battered figure against what he had just heard. Then he said with conviction and almost angrily, "All the gold in Fort Knox isn't worth it."

20 gallons of arsenic water

THE next day Pick reached a doctor and learned that he was suffering from arsenic poisoning. Evidently there was a deposit of arsenic somewhere up the river and in flood times enough of it leached out to make the water dangerous. He calculated that he must have drunk about 20 gallons of it.

Pick recorded his claim at the county seat at Castle Dale, rested briefly and then, having made arrangements for food and fresh water to be supplied to him by pack animal, went back up the river to occupy the claim for the 30 days necessary to prevent someone from "jumping" it. Then he came out, mortgaged his trailer for enough money to buy equipment and began to mine his ore, packing it out by horse until he could afford a bulldozer to drive a serpentine road into and through the red hills that lie beyond the reef. As he worked into the ore body he began to realize that this was not a \$50,000 claim as he had hoped, but something much bigger. He set a price on it: \$1,333,333.33. This, less the capital gains tax of 25%, would have left him one million dollars free and clear. But no one would pay it, so he continued to "drift" his tunnels in an exploratory way into the rock face, making money with the ore-laden excavations from the tunnels. There seemed to be no

CONTINUED ON PAGE 128



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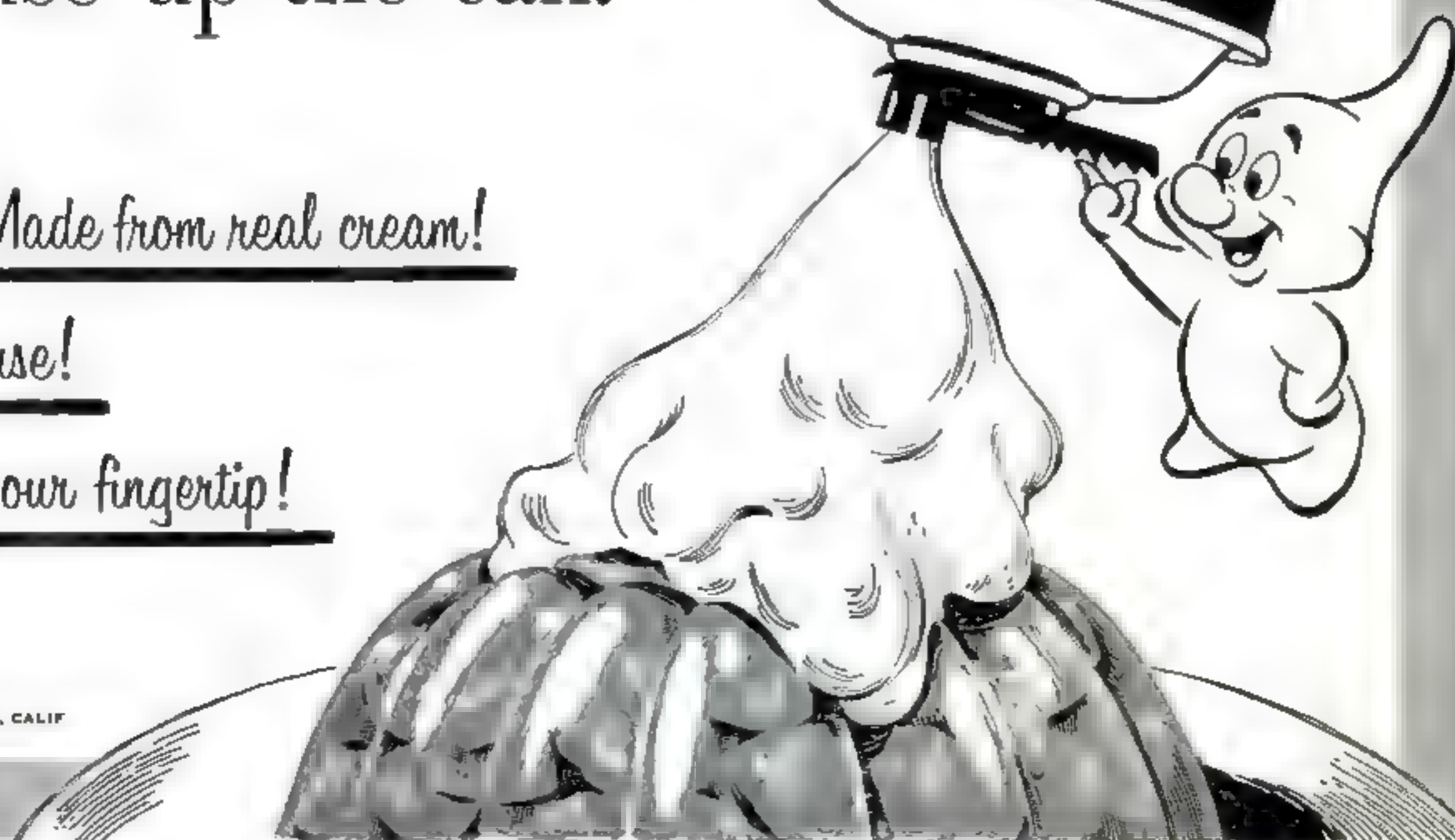
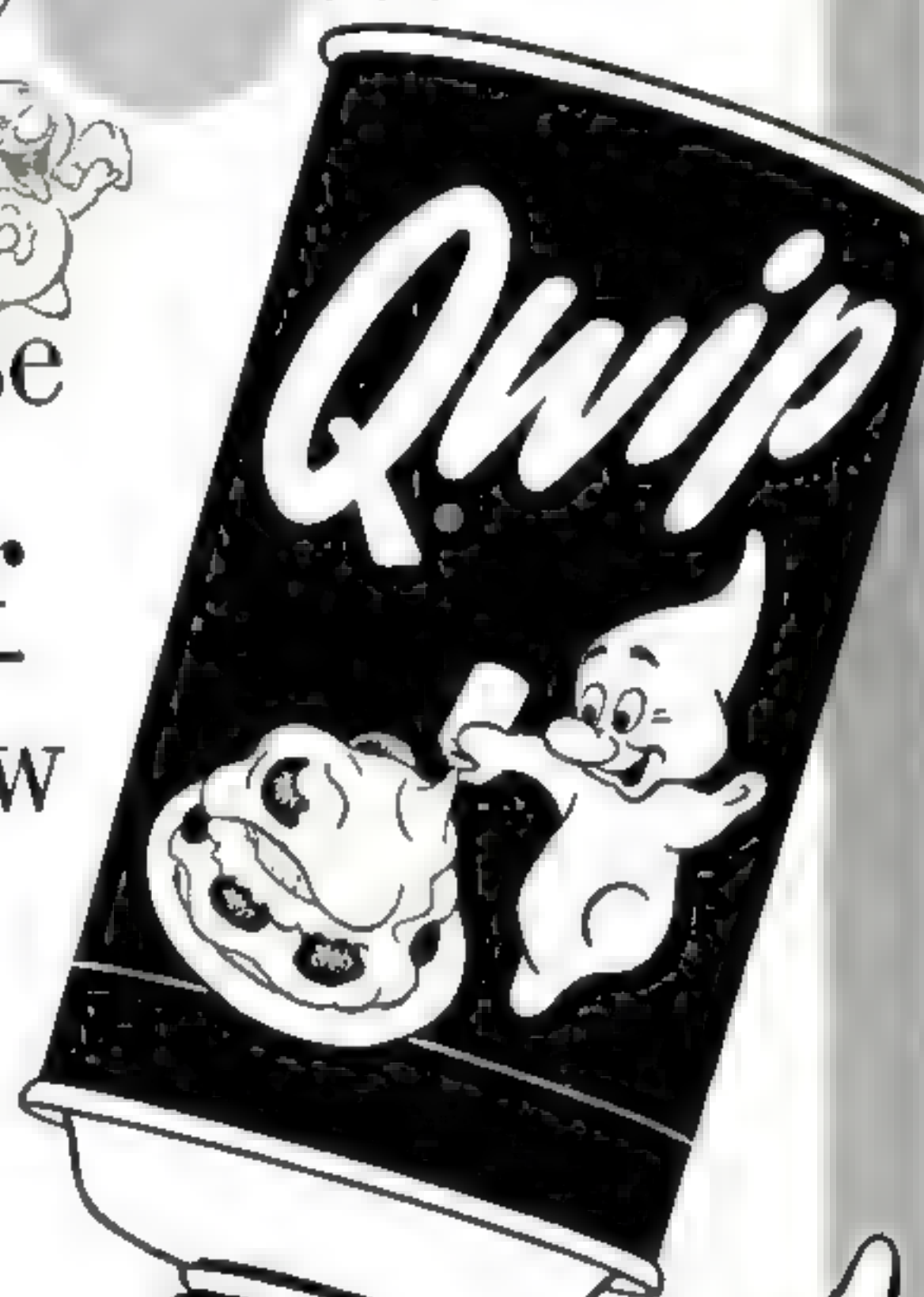
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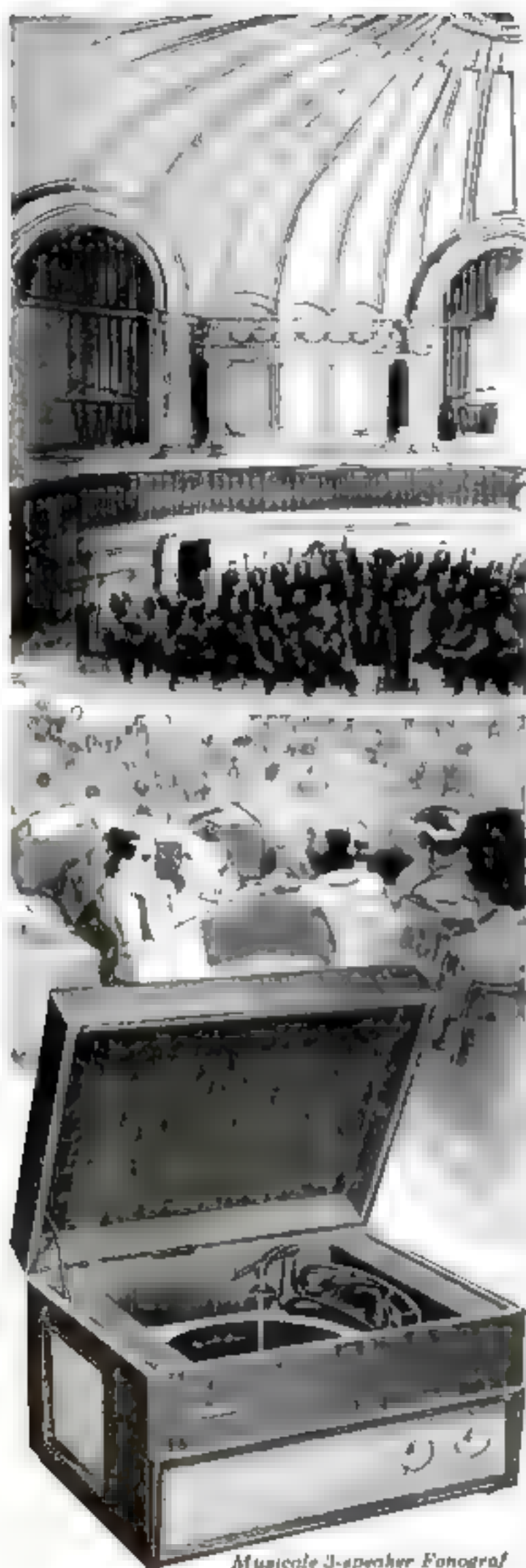


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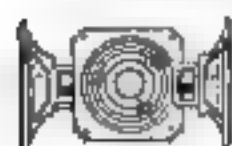




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VERNON PICK CONTINUED

limit to the ore. AEC men came and pondered and left in amazement: the "Delta," as Pick named it, was plainly one of the biggest uranium finds ever made. His price went up as he drove deeper. As noted earlier, Atlas Corporation finally bought it for more than \$9 million. At the time of the sale he had already taken out one million dollars' worth of ore.

AND that is the story of how Vernon Pick struck it rich. It is, one must agree, an unusual story. And yet it has been paralleled in some ways by the experiences of other prospectors on the Plateau. There have even been some equally happy endings. Charles Steen, for instance. A young geologist fired from his oil company job, he took his wife and four children to live in the tiny forsaken desert town of Cisco, and even for a time in a tent in the open. They were so poor that for a while there was no money to buy milk for the baby. Steen struck it rich a month after Pick did: his Mi Vida mine may have as much as \$150 million worth of ore.

And Joe Cooper, for instance. A truck driver and sometime prospector, he came across an undeveloped copper claim which he calculated could make a living for two or three men if they worked it together. He and his father-in-law and brother-in-law bought it for \$1,000. Soon they "drifted" through into uranium ore and their Happy Jack mine now is worth many millions.

And, less happily, there are the hundreds of "gopher hole" miners, prospectors who have found a small deposit of uranium ore and drill it out for what amounts to only a good day's wage. When the ore pinches off they move on, prospecting again, always looking for something bigger, always hoping and half-expecting that "the next time out" will bring a bonanza like Pick's, Steen's or Cooper's.

Pick's and Steen's discoveries and several others made by big mining companies all came during a year's time. Publicity about them turned the uranium boomlet into a roaring rush and Grand Junction into "the uranium capital" where even the drugstores sell Geiger counters. The Picks live now in a comfortable new home on the outskirts of Grand Junction. In between wondering what to do with his money, he runs Delta (Atlas Corporation insisted as part of the sale that he stay on for a while as chief executive officer) together with two other mines he has bought and an exploration company through which he intends to locate some more uranium. He and Ruth find it pleasant to be rich although—as when he entered Hanksville as a tenderfoot—both are taking their time to "get the feel of the situation." After a good deal of hesitation he bought a Cessna airplane (he had learned to fly back in Minnesota) and she a Cadillac. She also has some rather expensive new dresses but hesitates to wear them in Grand Junction because "it would seem like showing off."

Pick has many callers during a day, among whom some are ambitious to help him spend his money in ways helpful to themselves and others are new arrivals anxious to try their luck at prospecting. Pick tries to see as many of the latter as time allows and to be as helpful as he can.

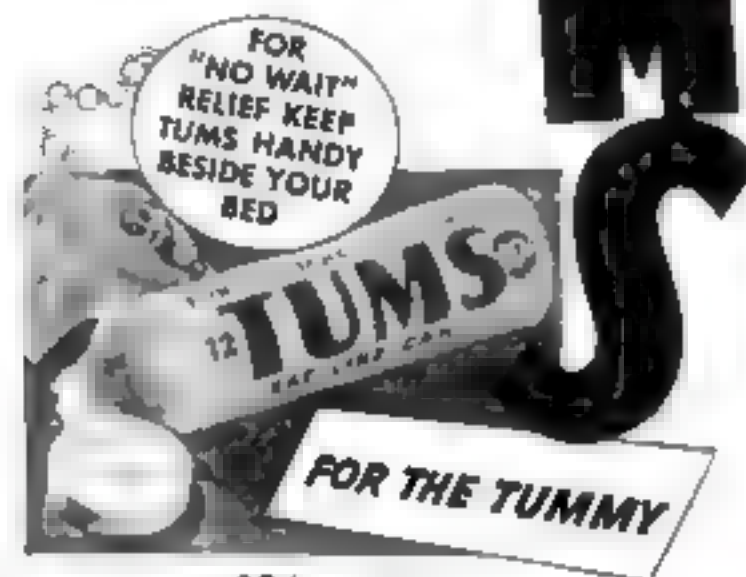
But he does not like to encourage them unduly. He is always careful to tell them, "It can get pretty rough out there. I wouldn't recommend it for everyone."



THE NEW PICK (left), togged out in dinner jacket, spends an evening in New York with Floyd Odum, whose Atlas Corporation bought the mine, Mrs. Odum (Flier Jacqueline Cochran), Mrs. Pick (right). Rock is from Delta mine.

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Life Goes to a Victory Celebration

'CHA GHEIL' BRINGS CANADIAN JOY

To most Americans their Canadian neighbors seem an undemonstrative people. To Canadians the most sedate of their citizens are the descendants of the Scotch Presbyterian settlers. Yet, for football enthusiasm, few colleges in all the exuberant U.S. out to Canada's Queen's University, founded at Kingston, Ont., by Scotch Presbyterians. Through years of losing teams, Queen's has always kept up its high spirits. This month when the team took the lead in the big game against Toronto, the students went berserk. Cheerleaders in abbreviated kilts urged hoarser and hoarser versions of the college yell, "Cha Gheil! Cha Gheil!" (Gaelic for "Hold that line"). Cracked voices yelled, "It can't be real." When it turned out to be real, joy overflowed in a parade through placid Kingston (below) behind a Queen's girl who seemed never to touch ground.





OLDTIME CYCLIST WOBBLLED ABOUT AFTER HALF



HEAD CHEERLEADER AL HART AND HIS KILTED HELPERS LOOK ON IN AMAZEMENT AFTER QUEEN'S GAIN



HAPPY HORNBLOWER Walter Sokoluk waves his baritone horn with joy as Queen's scores again.

MERRY MAJORETTE Sandy Dyer hugs → Bill Wallace as half ends with Queen's ahead.



← LEAPING LASSIE Gail Thorson soars off street as she leads victory procession through Kingston.



NICE NECK FOR A KNOTHOLE

Like many birds, the rheas at the St. Louis Zoo have a lively curiosity about the world around them. But for a while their inquisitiveness was balked by the walls which separated them from their neighbors. Snooping about, one rhea found something just suited for a 5-foot bird with a long neck: a latch hole in a door. Snaking its neck through,

it came face to face with the zoo's kangaroos. Now any noise from the other side of the wall brings a rhea's head through the peephole. When this happened not long ago, Photographer Jack Zehrt of the St. Louis *Globe-Democrat*, out doing a day's work at the zoo, got a picture of a nosy rhea sizing up the newest development next door.



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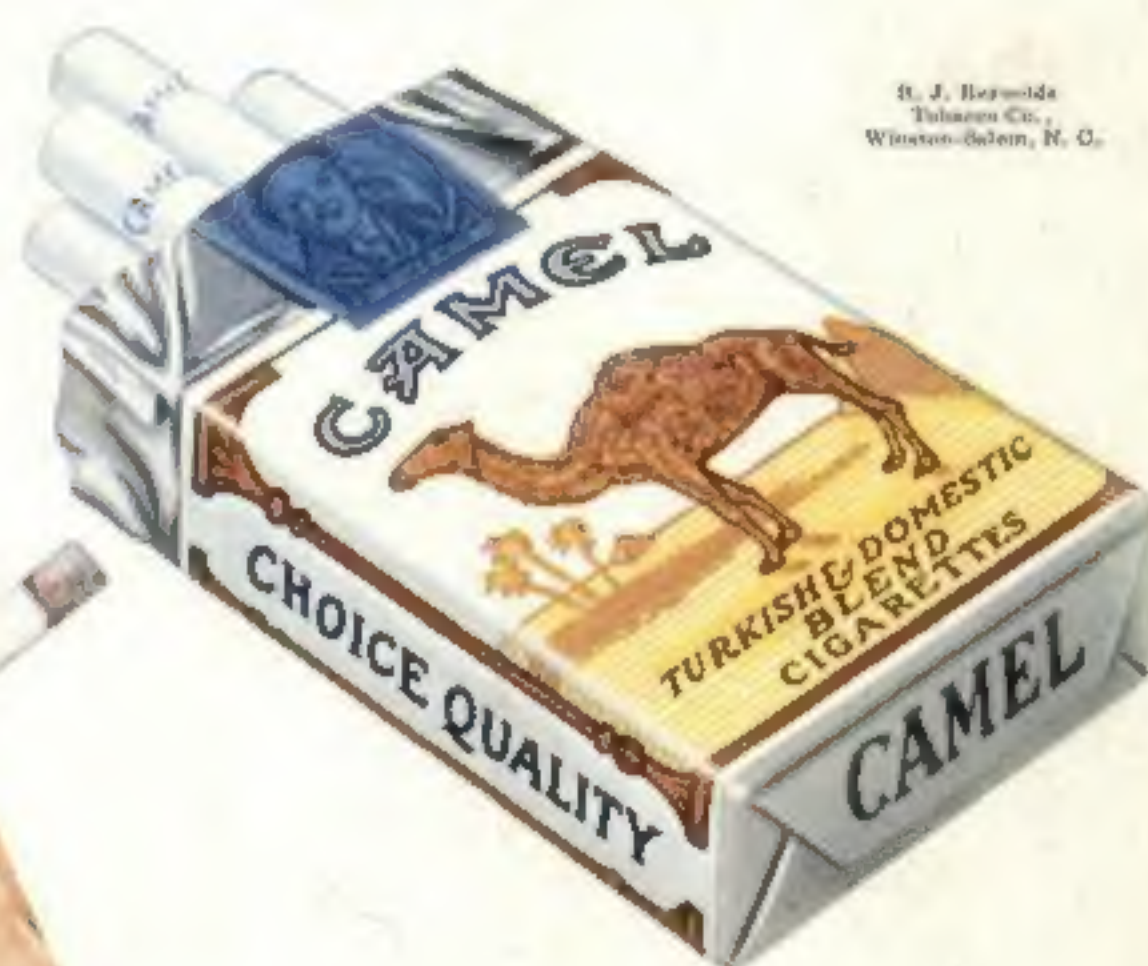


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